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DECEMBER 1999
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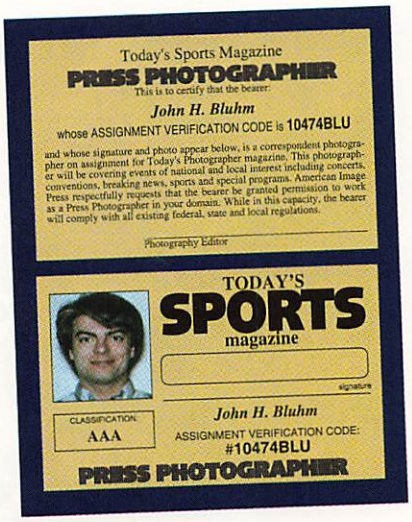
Printed in U.S.A.

By Popular Demand **NEW IFPO Program:**

Today's **SPORTS** magazine

Thanks to the UNLIMITED POTENTIAL of the Internet and IFPO's aggressive leadership in electronic publishing, IFPO is able to bring new muscle to the large number of IFPO members who are interested in **sports photography.** **Today's Sports magazine** is an On-Line electronic publication with the capacity to promote and publish **ALL** of it's SPORTS Photographer's photos. **A print magazine could NEVER MAKE SUCH a promise.**


Today's Sports Magazine
PRESS PHOTOGRAPHER
This is to certify that the bearer:
John H. Bluhm
whose ASSIGNMENT VERIFICATION CODE is 10474BLU
and whose signature and photo appear below, is a correspondent photographer on assignment for Today's Photographer magazine. This photographer will be covering events of national and local interest including concerts, conventions, breaking news, sports and special programs. American Image Press respectfully requests that the bearer be granted permission to work as a Press Photographer in your domain. While in this capacity, the bearer will comply with all existing federal, state and local regulations.
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TODAY'S
SPORTS
magazine
signature
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PRESS PHOTOGRAPHER

Why USE Today's **SPORTS** magazine Credentials?

1. ON ASSIGNMENT:
Because Sports Photographers are often turned away at events. **Today's SPORTS** credentials identify you as ON ASSIGNMENT for **Today's SPORTS** magazine.

2. BACK-UP AND SUPPORT:
Although your **SPORTS** credentials package arms you with a general letter of assignment effective in most cases, you may encounter officials who want an editors specific letter of assignment for that specific event on that day. Your package comes with this support and easy to use request sheets and a support telephone help number.

3. ASSIGNMENT VERIFICATION:
Officials can check you out! Your **Today's SPORTS** package includes assignment verification using your unique Assignment Verification Code (AVC) by phone or fax during normal business hours. Optionally, world-wide 24 hour/day verification is available via our special internet verification site.

4. GETTING PUBLISHED:
Photographers who get published gain access! *Today's Sports* magazine's get-published program is unique. Each submitted photo will be published! Just make sure it is accompanied by the *Today's Sports* magazine's submission form (comes with your kit) and a small service charge of $8.00 per photo to cover the cost of scanning your image for publication. It is possible to guarantee publication because of the greatly optimized cost of publishing on the Internet.

If you HAVE BEEN PUBLISHED YOU QUALIFY for the SPORTS PASSPORT

Today's **SPORTS** magazine
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FEE AND PAYMENT:

#608A *Today's Sports* Passport $99.00
The custom designed *Today's Sports* PRESS PASSPORT comes with everything you need for final assembly in just seconds using your own photo. A special statement of certification is a permanent part of your passport's upper panel. An Official Letter of Certification is included which endorses you as a *Today's Sports* PRESS photographer on assignment for *Today's Sports* on-line magazine and requests official access to events. This letter is tested and proven to establish your press privileges. Letters of assignment for specific events are also available. Details are provided with your *Today's Sports* Press package.

Application fee (non-refundable) $20.00

600AV *Today's Sports* Assignment Verification Option $39.00
Officials/ Celebrities/ Publishers can verify your assignment status by calling 336-945-9867 or fax 336-945-3711 the Press Office 9:AM - 5:PM Eastern Time, weekdays except holidays. This is a free service that has always been a part of the Press Program. BUT . . If you are covering an evening or weekend event or are out of the Eastern Timezone, the Assignment Verification Service works from ANYWHERE in the world, 24 hours/day, 365 days/year and you DON'T need a computer! The $39 fee includes a $19 one-time set-up fee and the first 2-year Internet Assignment Verification service fee of $20 ($10/year). You will receive a laminated ASSIGNMENT VERIFICATION CARD to present to officials.

SHIPPING (USA first class mail (foreign shipping see page 47) $7.00

TOTAL AMOUNT ENCLOSED _____

The SPORTS PASSPORT is only available to IFPO members who have been published. If you are not an IFPO member, include your membership dues with this application. Membership dues information is on page 17.

5 Digit IFPO Member# _____ or enclose dues

name _____

address _____

address _____

city/st/zip _____

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CLASSIFICATION INFORMATION:
(List at least one publication in which your photos have appeared)

_____ _____

Are you available for photo assignments?: ❑YES.___ ❑NO.____
Please keep photos, tear sheets or other proof of publication in your own files for possible future reference. Do not send them to IFPO.

Use your Check, Money Order, Or Credit Card as follows:

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Today's SPORTS magazine

Aug 5, 1999

ATTENTION: CURRENT IFPO PRESS MEMBERS

If you are an IFPO Press Program member and have *Today's Photographer* magazine Press Passport or Press Credentials, you can get on the *Today's Sports* magazine band wagon quickly and inexpensively by taking advantage of the TODAY'S SPORTS BUNDLE 6XX-SEP!. You get the 608A Passport, 602B Full Badge Set and 600AV Internet Assignment Verification for ONLY $69.00 (a SAVING of $158.95). Proof of publication is also waived for this offer.

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Today's **SPORTS** magazine

SPORTS BADGE SET ORDER FORM

Cat#	Description	Price EA.
☐ **602A**	*Today's Sports* **Basic Badge Set** SPORTS PASS I.D. Badge with laminating jacket & badge clip, plus Official Letter of Certification placing you on assignment for *Today's Sports Magazine*.	$59.95
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☐ **602C**	*Today's Sports* **Full Badge Set Plus** 602A & 602B (above) + #2207A PocketGuide™ to PRESS PHOTOGRAPHY + #639A PRESS Assignment Request Memo (pack of 100)	$89.95
☐ **600AV**	*Today's Sports* **Assignment Verification Option** Officials/ Celebrities/ Publishers can verify your assignment status by calling 336-945-9867 or fax 336-945-3711 the Press Office 9:AM - 5:PM Eastern Time, weekdays except holidays. This is a free service that has always been a part of the Press Program. **BUT** . . If you are covering an evening or weekend event or are out of the Eastern Time-zone, the Assignment Verification Service works from ANYWHERE in the world, 24 hours/day, 365 days/year and you DON'T need a computer! The $39 fee includes a $19 one-time set-up fee and the first 2-year Internet Assignment Verification service fee of $20 ($10/year). You will receive a laminated ASSIGNMENT VERIFICATION CARD to present to officials.	$39.00
☐	USA Shipping, Shipped next business day First Class Mail, **ADD $7** (foreign shipping use the instructions on page 47)	$7.00
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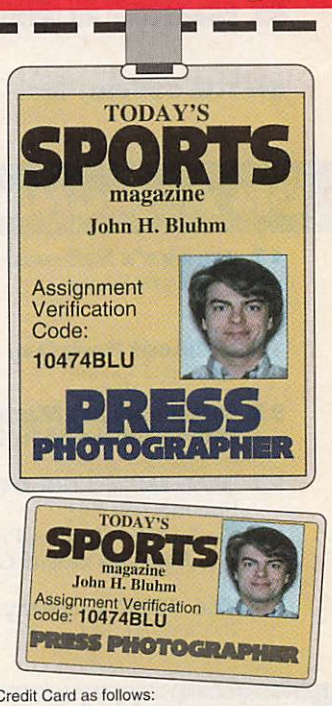

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Today's Photographer

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October • November • December • 1999

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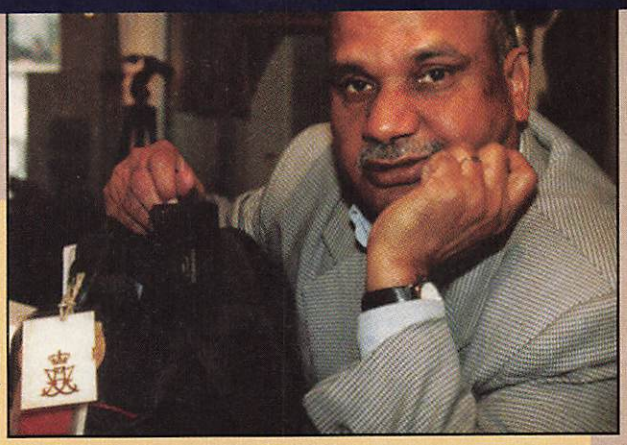
IFPO On The Internet

RESULTS THE VERY SAME DAY

By Francis J. Dean IFPO, Kastrup, Denmark



Although picture agencies and news and celebrity photographers have been moving to the internet for years to streamline the business of news photography, I was one of the last hold-outs. Finally, pressured by the changing world around me I realized I had to act.

On May 29th, I sent my contact information and sample pictures to IFPO to set up my home page on the Internet. IFPO had my home page site up and running in only 10 days.In the first month I had over 400 visitors to my new home page on the internet!

Three were from photo agencies looking for photographers with news and royalty photos available. One of the agencies was NEWSMAKERS, based in Washington DC. They contacted me and we made a deal. They signed me up and put my pictures up on their web-site the same day! Francis J. Dean

Now We Are Working Partners

All three agencies NEWSMAKERS, BLUEBOX, and REFLEX PHOTO AGENCY are now my working partners, marketing my photographs. NEWSMAKERS is an online digital news photo service providing the finest photography from around the world for use by newspapers, magazines, on-line information services and publishers. Anyone can search and view images in NEWSMAKERS but only publishers who are members can purchase them. Images are sold only when they are downloaded at a rate based on the circulation of the purchasing publisher. You can visit their web-site at: *http://www.newsmakers.net/*

Bluebox of Dusseldorf, Germany operates much the same way. Anyone can view the pictures, but only registered members can download the high resolution files for publication use. Again, payment is charged the user at the time of download. Membership by publishers is free once a basic use agreement is signed. Visit Bluebox at: *http://www.picturefinders.com.*

The third agency, Reflex Photo Agency near Berlin, Germany specializes in royalty and news. Ω

Visit Francis Joseph Dean's web-site go to http://www.aipress.com/~francisdean. Dean is IFPO member #00128 and operates Dean Press Image out of Kastrup, Denmark.

$500 SWEEPSTAKES

USE THIS FORM to submit **ARTICLES**, **PHOTOS**, and **TIPS** to be considered for publication in *Today's Photographer*. **WHEN YOU USE THIS FORM** and follow these guidelines you could be selected to WIN the Editor's GRAND PRIZE of $500.00!

LOOK AT THE MAGAZINE!! When you look at examples of what is actually published in the magazine, it's like looking at the test answers before taking the test!!

HOW TO SUCCEED is what we are all about! How to make money, gain access and get published. How did you get the celebrity to let you get the picture. How did you get the model to pose for you. What surprise barriers were you able to overcome? How did you get those death defying pictures right from your car window?

INSPIRATION is the word our readers use most to describe the magazine and it's content! Have you had some success with your camera or an idea that would inspire others?

SELDOM SHOOTERS: So you only picked up your camera once or twice in the past few years, shot a lot of film for an afternoon or a week, then let it get away from you. What was so important that caused you to pick your camera up? Family reunion? Your kid's big soccer game? Beach trip of a lifetime? Favorite group finally came to town in concert? House down the street caught fire? 2 weeks in Yellowstone? Big celebration at work?

DIFFERENT DRUMMERS: Maybe you have a story with a different slant — enter it. You may inspire us to expand our editorial range. Enter the Editor's Sweepstakes even if you have never made a submission before. The sweepstakes is another way for us to reward our readers who share a special bond in their passion for succeeding as photographers ... and making money. Again, our resolution is to support that effort in every issue and to make sure that Today's Photographer "works" for you.

Sweepstakes ENTRY CHECKLIST

- ❑ A photo of YOURSELF (suggestions: with your camera, at the scene, with someone important, etc.).
- ❑ A typed or clearly hand-printed copy of your Article, Sidetrip, Success Story or Tech Tip. Text files on 1.4 MB floppies are great (PC or MAC).
- ❑ PRINTS or TRANSPARENCIES that illustrate your story (COLOR or B/W) with captions and labels.
- ❑ A list of captions or titles for each photo.
- ❑ Tell us interesting things about yourself such as past awards, publishing accomplishments, hobbies, or even a funny story that would interest a reader. Do you shoot part time or full time?

IFPO Member# _____

Name: _____

❑ Keep this submission and make it AVAILABLE for publication and/or the Grand Prize in all future issues.

❑ I HAVE inclosed a RETURN MAILER with adequate POSTAGE. Please consider this submission for publication and/or the Grand Prize for the next _____ issues ONLY and return it to me.

Address: _____

City / State: _____

Zip Code/ Country _____

Phone: _____ Fax: _____

Submission of your entry grants *Today's Photographer* permission to publish your story or photos.

signature _____ date _____

Editor's Sweepstakes, PO Box 777, Lewisville NC 27023-0777

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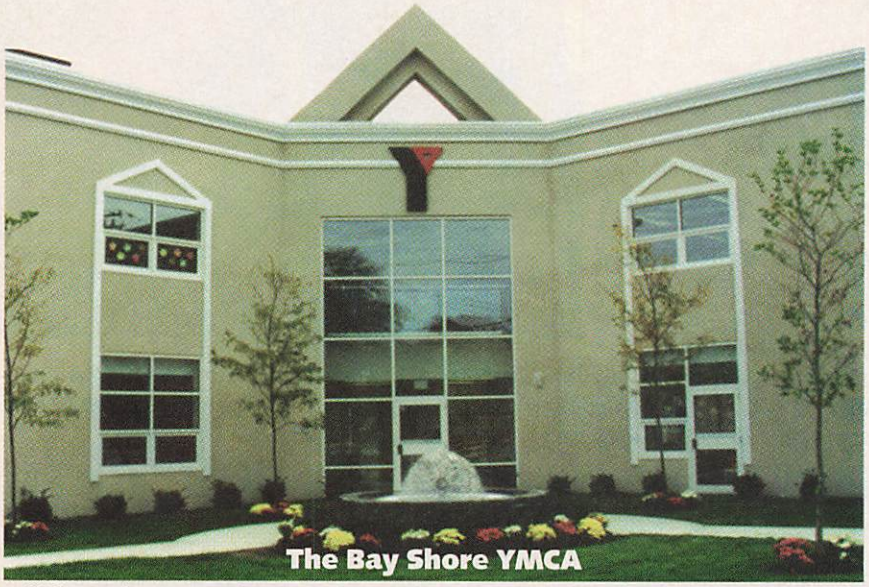


The Bay Shore YMCA

Volunteering my services as a photographer for a marketing brochure for the city of Bay Shore, New York has already generated $2080 in cash from related photography projects. And there's thousands of dollars more pending plus "that feel good bonus" I got from helping out with an important community project. In retrospect I am not really sure who helped whom. Here is what happened.

Prior to the Bay Shore project, I had been in business part time as a freelance photographer for six years. My assignments ranged from weddings and portraits to events, glamour or fashion portfolios and commercial photography.

Then Lady Luck stepped in. In the midst of a day job change in an unrelated field, I walked into the Chamber of Commerce office to post my resume. Recognizing that I was a photographer with some free time, the president of the Chamber asked me to shoot the Band Shell that was near completion on Main Street. I agreed. Later she asked me to shoot other points of interest around the city which I did.

During this time I learned the purpose for these assignments. The city of Bay Shore had received a grant from the New York Empire State Development Corporation to fund a Bay Shore Marketing Brochure. The purpose of the brochure was to improve the economic base by attracting new residents and new businesses. Four thousand (4,000) full color, thirty-two page brochures were to be printed and distributed to companies, Chambers of Commerce, schools, libraries, historical societies and real estate firms on Long Island.

After shooting several points of interest one by one, I began to realize the promotional value of a photo credit on such an impressive brochure. I really hoped at least a few of my images would make the final cut. Then to my surprise I was approached by the President of the Chamber again. This time I was asked to do the photography for the entire brochure! Of course I said yes. The deal was made -- I would be re-imbursed for expenses and get photo credit on the brochure.

At this point I met the Vice President of the Chamber, who owns an advertising agency which specializes in brochures. He was the person in charge of the direction and creative portion of the brochure. He was not quite ready to start this project so I started shooting without knowing what he really wanted.

I photographed everything in sight! I wanted to offer a broad range of work and express my desire to do the job. As it turned out, I didn't have exactly the images he wanted but it was a terrific start. After I learned what he wanted as well as what he didn't want it was fun, challenging and very rewarding for me. I felt an extraordinary sense of pride just from participating in a community project. I was extremely honored, surprised and thankful when I received a $600 bonus for my work!

The completed product consisted of three handsome Bay Shore brochures titled *Discover Bayshore, A Great Place To do Business* and *Main Street U. S. A.* The N. Y. S. Empire State Development Corporation, which funded the project, said it was the first time they had ever gotten more than their money's worth on a project. Many other people contributed to the project and earned that recognition.

How does all of this translate into income for me? First was the free advertising on a first rate brochure (I worked very hard, but did not spend my own cold, hard cash) that almost everyone in town was aware of and admiring. This exposure created a deluge of income for assorted assignments.

The money I have in pocket now as a direct result of my work on the brochure came from the following:

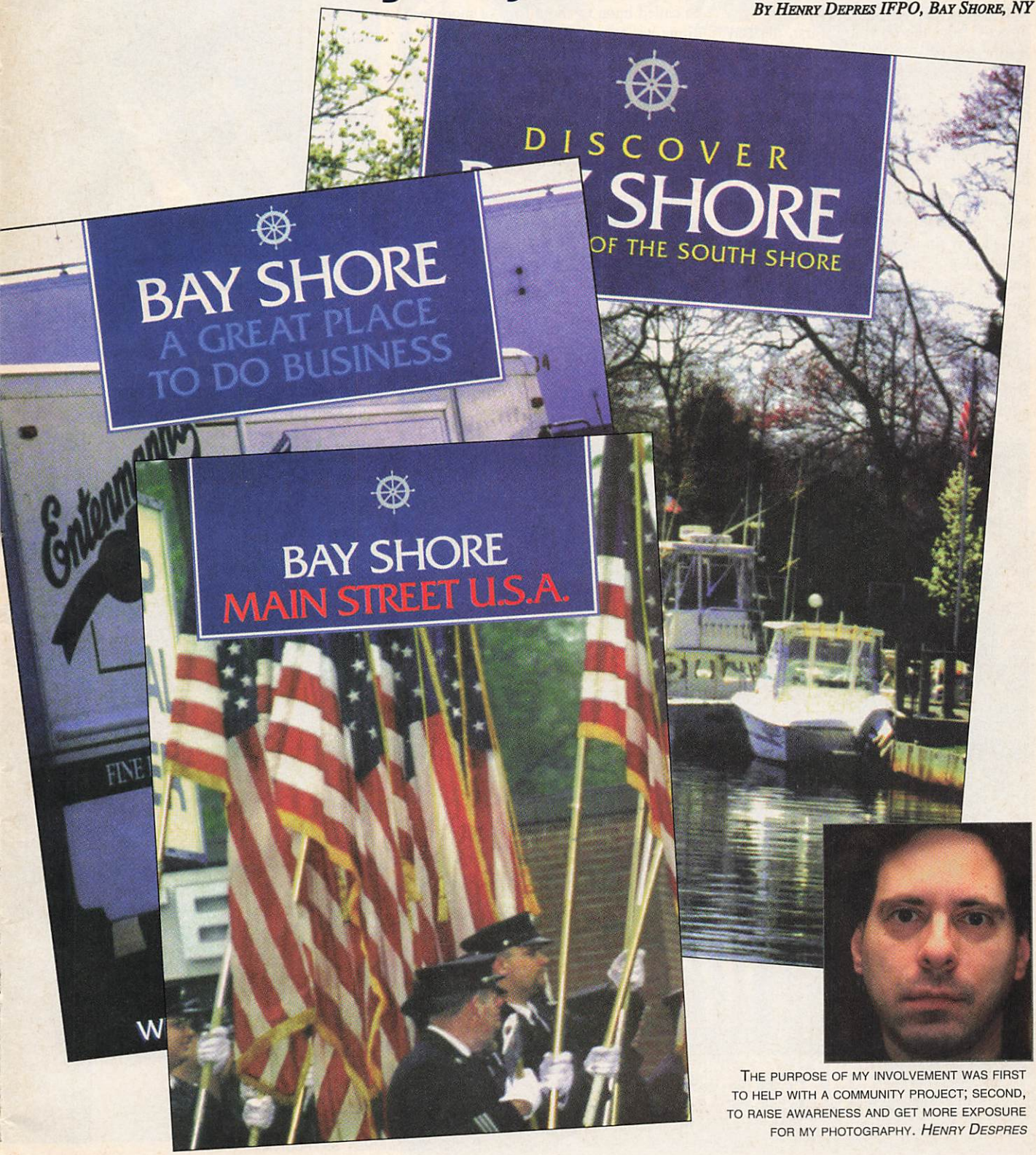
Bonus for Bay Shore brochure	$600
1 cat, 1 dog portrait each $65	$130
1 Wedding/no reception	$450
1 Limousine Company Job	$75*
2 Bus company jobs	$150*
1 Communion portrait	$75
1 Family portrait	$100
1 20" X 30" Band Shell print	$75
Bay Shore Brightwater Summit Council Photo Contest, Grand Prize in the amateur category *Music of the Night*,	$100
Bay Shore Brightwater Summit Council Photo Contest, Honorable Mention for *Deliver the Sweets*	$50
1 model portfolio	$275
*(Plus expenses)	
Total cash in pocket to date	$2080

Continued on page 6

VOLUNTEER

My Project Paid Over $2000

By Henry Depres IFPO, Bay Shore, NY



THE PURPOSE OF MY INVOLVEMENT WAS FIRST TO HELP WITH A COMMUNITY PROJECT; SECOND, TO RAISE AWARENESS AND GET MORE EXPOSURE FOR MY PHOTOGRAPHY. *Henry Despres*

3 Photographers tell how to...

Shoot Sports Action Photos That Sell!!

Do you ever look at other photos and know with confidence that yours are better? Do you see images of lesser quality in magazines and newspapers than most of the ones in your files. Ever ask yourself why this is so? The answers may be revealed by your practice, not your images.

If you want to change your practice and get your photos where they really belong, you will learn how in the following pages.

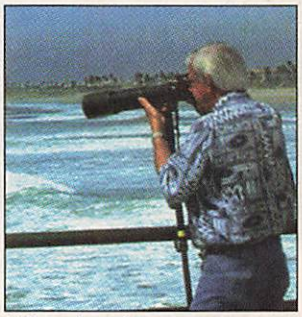
Three IFPO photographers tell you how to move your photos into a market that is right for you and get money flowing into your pockets. They tell you how they did it and why. Their successes range from shooting Little League Sports to getting published in popular Biker Magazines.

There are recurring messages in these stories such as shoot what you know or subjects that are of special interest to you. Better yet shoot subjects that you truly have a passion for. They also reveal that they each started with a plan.

So, if you really want to find your niche and a market for it, inspiration may be all you need to get started. The spark you need may lie on these very pages.

By Bob Sevilla, IFPO Huntington Beach, California

If you have a good camera and a 100/300 zoom lens you can make easy money shooting action shots at a Little League Field near you. Not only will you have a lot of fun and earn money, but you will also realize a great deal of satisfaction from your work.



If you are a serious photographer you certainly have the equipment you need, and, if you love baseball you know how to anticipate plays so you can position yourself accordingly.

All parents attend their children's games and most are armed with at least a point and shoot camera. Occasionally fathers will carry a 35mm with possibly a zoom of some sort, but they can't take the action shots you can provide them with!

Why? Because they don't have the right equipment or they are so wrapped up in watching their children play that they forget to shoot. Parents love it when someone offers them exciting "Action Photo Shots" of their children.

There are studios that contract to shoot team pictures and individual head and shoulder shots of each child. Although very profitable, this type of shooting is really boring and a tremendous amount of work.

Most of those studios do not take action shots. They do not have the qualified staff or time to invest in action shots, thereby leaving the door wide open for photographers like us.

Little League fields are perfect for aspiring sports photographers to develop their skills.

It is very easy to spot yourself along the waist high fence on the first base line, an equal distance between home plate and second base, to pre-focus on the batter and second base. You can shoot the batter swinging at the ball, a runner from third sliding into home or a runner on first base sliding into second base, all without changing your position.

If you are have a lens in the 400mm range, or a tele-converter for your 300, you can get some excellent shots that will always sell from just outside the center field fence.

Line your self up so that you have the umpire, catcher and batter in the center left of your frame. Place the pitcher on the right side of your frame but set your focus on the batter. When the ball is released by the pitcher, he will move further into your frame. It is from this position that you will always catch the ball in the air on its way to the batter with the three people at the plate looking like something exciting is about to happen. Many times you will get the batter in mid-swing or connecting with the ball, especially if you use a motor drive. The problem with a motor drive is that you use too much film. It is far better to anticipate and watch the ball or the runner in your frame and then shoot one or two frames. Either way, you will always get a shot that will sell.

Having spent a few great years

Continued page 18

SAFE AT HOME UMPIRE JOE LANING IS RIGHT ON TOP OF THE PLAY AS A MEMBER OF THE DIVISION B DODGERS SLIDES INTO HOME. AN UNIDENTIFIED REDS CATCHER TAKES THE THROW FROM THIRD BASE. THE DODGERS AND THE REDS ARE TEAMS FROM THE HUNTINGTON VALLEY LITTLE LEAGUE.

make REAL CASH on a week-end

Shoot An Historical Event ... for profit and publicity!

By Carlos A. Davila, IFPO 43140, Hampton, VA

I am an avid photographer who happens to be a history buff. So, it was natural for me to jump at the opportunity to photograph *The Annual Brothers in Arms Re-enactment at Carter's Grove,* a historical site at Colonial Williamsburg, Virginia on June 20, 1999.

When I became aware of such an opportunity, I immediately contacted the Public Affairs Office at Colonial Williamsburg and asked permission to photograph it. Due to the short notice, I was given a reluctant, but courteous, approval with the condition that I must present my credentials upon arrival. Although a lifetime member of IFPO, I have never used my credentials to gain access to an event of this magnitude and social significance.

DRUMMER BOYS, AN INTEGRAL PART OF ALL FIELD UNITS, PLAYED THEIR DRUMS DURING BATTLE TO SEND ORDERS AND LIFT SPIRITS.

The Annual Brothers in Arms Re-enactment told the story, through interpreters, of the *Buffalo Soldiers,* which were authorized by an act of Congress in 1866. Six regiments of Black troops, two of cavalry and four of infantry were created and went on to play a major role in the history of the West. Over ten thousand Blacks served as *Buffalo Soldiers* in the U. S. Army during the Indian wars. *Buffalo Soldiers* went on to fight in Cuba and took part in the charge up San Juan Hill. The horse cavalry regiments were disbanded in 1944 and with them the long and proud history of the *Buffalo Soldiers.*

Interpreters are volunteers, men and women, who travel to various locations throughout the nation performing historic maneuvers, re-enacting battles and sharing the history of America's forgotten heroes. They also visit schools, colleges

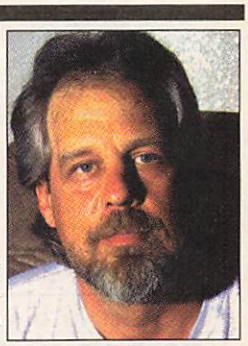
Continued page 11

MEMBER OF LORD DUNMORE'S ROYAL ETHIOPIAN REGIMENT REPAIRING SHOULDER BAG. EVEN TODAY, MEMBERS ARE RESPONSIBLE FOR KEEPING THEIR EQUIPMENT IN GOOD ORDER.

Turn Your Passion Into Cash

By L. C. "Scooter" Grubb IFPO, Tucson, Arizona

"...I'VE TAKEN IN OVER $3000 TO DATE FROM THE VERY SAME PEOPLE THAT I WRITE ABOUT"



The only thing that I have been doing longer than riding Harley Davidsons is taking pictures. I am truly blessed in my life to have the pleasure of two passions. Most people never get to enjoy one.

A couple of years ago I decided that I would like to try my hand at getting published and building a stock file. In discussing this with people, principally to hear myself say it out loud, the one great piece of advice that I received was "you should do what you know."

I realized that I took many great images at motorcycle runs and parties and that I was well enough known in those circles that I was allowed to take those pictures. You see taking pictures of bikers is like any other assignment. It has its do's and don'ts. The don'ts are serious so you better know your subject!

I began by writing to the very magazines that were sitting on the coffee table in front of me to request their submission requirements. I had read them for years but never with an eye towards what I might bring them so some study time was required -- and that is a little different from pleasure reading.

One monthly publication called me back and said they had no one in my area to cover events. I offered to send them samples of my work but he said that there was no time because the event he wanted covered was that weekend. He said, "go forth

Continued page 49

list your stock photos now -- make your own sales

START SELLING YOUR PHOTOS

Successful stock libraries contain HIGH QUALITY images of everyday life situations. IFPO members shoot such images everyday as a matter of course. However, unless a photographer has hundreds or thousands of images, he may be shunned by the large stock houses. This could happen for two reasons, he simply may not be recognized as a successful stock photographer or his stock of a few dozen images is too small for an agency to consider. The IFPO Stock Listing service removes these barriers totally and opens doors to the international sales market.

IFPO's Stock Listing Service

The following elements clearly distinguish the differences in the IFPO Stock Listing Service and a stock agency:

1. The service provided to IFPO members is a STOCK PHOTO LISTING SERVICE and NOT an agency.
2. Each photographer manages his own sales.
3. No commissions will be charged ever.
4. Image buyers will browse the IFPO image bank on the internet, select the photos, get the price, index number and contact information to order directly from the photographer who owns the images.
5. Members may set their own pricing for each photo sold.
6. Complete copyright standards will be available at the site for image buyers and IFPO member photographers (the sellers).
7. Image searches by buyers may be made by subject.
8. The most important part of any Stock Photo Service is its indexing system that allows an image buyer to identify a photo for purchase. Members are asked to identify their pictures by their 5 digit member number plus a 5 character code of their own choosing. Example: IFPO member 99999 might use Index Codes of 99999-KID01, 99999-KID02, etc.

ADVANTAGES OF THE IFPO STOCK GALLERY SERVICE

www.aipress.com/stock.html

- **List only the number of quality images** you wish to list -- not 10,000 to 50,000 as required by agencies.
- **You can add fresh images** at your convenience. No minimums are required -- such as the 1000 new images per year by many agencies.
- **There are no contracts, exclusive or otherwise** -- to tie up your images for years as with an agency.
- **The price you set is what you get** -- could never happen with an agency.
- **There are no commissions ever** -- unlike agencies who always take at least 50 percent of sales.
- **Income from sales is instant and all yours** -- very different from agencies where payment usually follow sales by 6 to 8 months.
- **Model and other applicable releases are required** for stock images listed with IFPO -- the same as with an agency.
- **Current and new clients can see your fresh images** instantly and contact you to buy -- which could never happen with a stock agency.
- **The more images you list** with the IFPO Picture Listing Service the more likely you are to make money -- which is the same as with an agency.
- **The more SUBJECTS you list with the IFPO Picture Listing Service,** the more likely you are to make money over the long

STOCK GALLERY

REGISTRATION FORM (IFPO MEMBERS ONLY)

name _____ IFPO Member # _____

business name (optional) _____

address _____

city, state, zip, country _____

contact name: _____

contact method: (phone, fax, or email) _____

IMPORTANT: Allow 30 days for IFPO personnel to scan your images and post them for sale in the Stock Gallery. Be sure to add the Stock Gallery URL (www.aipress.com/stock) to your business cards, letterhead and all your promotional material.

TERMS AND CONDITIONS

Credit Card Orders: when you submit your stock gallery materials, your credit card will be billed for the set-up fee only. Then your credit card will be billed monthly on the first of the month beginning with the first FULL month your photos are ON-LINE. Your first partial month is FREE! Minimum 12-month committment required. After 12 months, monthly charges will continue until member cancels with a 30-day notice. Visa, Mastercard, American Express, Optima accepted.

Checks or Money Orders: when you submit your stock gallery materials, enclose a check or money order for the amount of the set-up fee PLUS $59.70, the first six months of the monthly fee. You will then be billed at 6 month intervals.

I agree to the above terms and conditions. I enclose my photos:

☐ **#ST31**, 12 photos, set-up fee **$29.00** and monthly fee: **$9.95**

☐ **#ST32**, 24 photos, set-up fee **$49.00** and monthly fee: **$9.95**

(#ST32 is a limited offer that expires 12/31/1999)

signature _____

Visa/MasterCard/American Express/Optima Card # _____ expiration date _____

mail to: **IFPO** *PO Box 777, Lewisville NC 27023-0777*

view the stock gallery on the internet at http://www.aipress.com/stock.html

FOR EACH PHOTO: (make as many copies as you need)

PHOTO INFORMATION (complete 1 for each photo)	PHOTO INFORMATION (complete 1 for each photo)	PHOTO INFORMATION (complete 1 for each photo)
Image #_____-_____ (your IFPO membership I.D.# followed by a 5-character code provided by you that identifies your picture)	Image #_____-_____ (your IFPO membership I.D.# followed by a 5-character code provided by you that identifies your picture)	Image #_____-_____ (your IFPO membership I.D.# followed by a 5-character code provided by you that identifies your picture)
photo title _____	photo title _____	photo title _____
subject _____	subject _____	subject _____
price (or print "CALL") _____	price (or print "CALL") _____	price (or print "CALL") _____

IFPO PROGRAMS / Programs 1999 / Stock Gallery 31099

Shoot for profit and publicity!

Continued from page 9

and universities lecturing and narrating unwritten chapters of American history.

On the eve of the event, I took time to plan my day. The weather forecast indicated heavy cloud coverage and a 100% chance of rain throughout the day -- a great day for photography. The clouds would act as that large soft box, which I and most other photographers adore.

From the beginning, I knew that I wanted to experience and photograph this event from amongst and within the interpreters. I began to envision what type of images I would be creating. After giving it some thought and a little research, I concluded that I would shoot with two main ideas in mind. First, my prints would likely be more realistic if shown in black and white; secondly, I would crop the image prior to shooting to keep it simple and make sure that everything irrelevant to the Revolutionary or Civil War period would be omitted or out of focus.

On the day of the event, I arrived thirty minutes early. When I identified myself at the VIP office and presented my credentials I was immediately escorted to an area designated for the press. For the very first time, I realized that my IFPO credentials were as good as gold.

Indeed, it was a rainy day. Numerous events which required the firing of ammunition were suspended. That actually gave us more time to interview the interpreters and get even closer to the action.

Each time I approached an interpreter, I politely introduced myself and showed my Press ID. I asked everyone why they invest time and their own funds to be an interpreter. Second, I asked for permission to create a photograph that would reveal a bit of history. I then gave each subject my business card and obtained their address and telephone number explaining that each one would receive a *free* 4 x 6 color print within one week.

The first time I used this approach, I was somewhat shy. However, after receiving such warm welcome and responses, it all became natural. I was home, thanks to IFPO.

The interpreters were extremely friendly and willing to share their knowledge about the black experience during the Revolutionary and Civil War periods. I quickly learned that the essence of reenactment is to raise awareness, to briefly, live a moment of the past, in the present.

To date the event has generated $885 in print sales, primarily from five 20 x 24 color portraits and a number of 8 x 10 black and white prints. And I have no way to measure the promotional value of it or predict the number of sales still out there.

My equipment consisted of a Canon EOS 620 with a 50-mm, a 100 – 300 mm lens, and a 540EZ Speedlite. I used a Pentax 645N with a 75 mm 1:2.8 lens for most of my landscape and long distance shots. I used my favorite film, Kodak Gold 100 and Kodak Pro 100. Later I used my Adobe Photo Deluxe program to customize my favorite images in black and white. I used the "aging" program in order to add realism to the images.

I am extremely proud of this photographic venture and pleased with my prints and profits. My biggest reward was the opportunity to network with experienced photographers. More importantly, several of these prints will be exhibited at Norfolk State University during the next Black History Month Celebration in the year 2000, which will be more free publicity for my work and could easily generate more sales.

As I stated earlier, this is my first time using my IFPO credentials. It will not be the last. Ω

THE ESSENCE OF REENACTMENT IS TO RAISE AWARENESS, TO LIVE A MOMENT OF THE PAST, IN THE PRESENT

JOSHUA WASHINGTON, (LEFT) MEMBER OF THE FIFTY-FOURTH MASSACHUSETTS VOLUNTEER INFANTRY RE-ENACTORS COMPANY, WEARS WITH PRIDE *THE MEDAL OF HONOR* AWARDED TO SERGEANT WILLIAM H. CARNEY FOR BRAVERY IN BATTLE. HE WAS THE FIRST AFRICAN AMERICAN TO EARN THE *MEDAL OF HONOR*. BUFFALO SOLDIER JOE BOWMAN (CENTER) HAS BEEN AN IINTERPRETERI FOR OVER 20 YEARS. HIS GRANDFATHER, EDWARD LANGFORD, WAS ONCE A SLAVE. UPON GAINING HIS FREEDOM, LANGFORD JOINED THE BUFFALO SOLDIERS AND ACHIEVED THE RANK OF CORPORAL. HERE JOE BOWMAN DISPLAYS HIS BOWIE KNIFE, USED PRIMARILY TO SKIN BUFFALOES. BUFFALO SOLDIER (RIGHT) IN A TRANCE.

now you can publish your photos on the exclusive

TOP PHOTOGRAPHERS WEB SITE

The HOME PAGE Program is like a complete photographer's PORTFOLIO, RESUME and ADVERTISING BILLBOARD on the Internet. It can contain complete biographical information, contact information, PUBLISHED or AWARDED photos, or other CURRENT photos that you want to represent you. Your HOME PAGE will have a unique address (called a URL) much like your mailing address that you can put on your business cards or other promotional materials you distribute to potential clients. Clients can then view your portfolio and read your accomplishment facts ON-LINE any time they wish from ANYWHERE in the WORLD!

IFPO Internet HOME PAGE Program

contact information: to be published on your web-site

name _____ IFPO Member # _____

business name (optional) _____

address _____

city, state, zip, country _____

phone/fax _____

email, other _____

IMPORTANT: Allow 30 days for IFPO personnel to scan your images and create your Home Page. Be sure to add your Home Page URL (www.aipress.com/~yourname) to your business cards, letterhead and all your promotional material.

TERMS AND CONDITIONS

Credit Card Orders: when you submit your Home Page materials, your credit card will be billed for the set-up fee only. Then your credit card will be billed monthly on the first of the month beginning with the first FULL month your your Home Page is ON-LINE. Your first partial month is FREE! Minimum 12-month committment required. After 12 months, monthly charges will continue until member cancels with a 30-day notice. Visa, Mastercard, American Express, Optima accepted.

Checks or Money Orders: when you submit your Home Page materials, enclose a check or money order for the amount of the set-up fee PLUS 119.70, the first six months of the monthly fee. You will then be billed at 6 month intervals.

I agree to the above terms and conditions. I enclose my photos:

☐ **#HP31**, up to15 photos, set-up fee **$49.00** and monthly fee: **$19.95**

☐ **#HP32**, up to 30 photos, set-up fee **$99.00** and monthly fee: **$19.95**

(#HP32 is a limited offer that expires 12/31/1999)

signature _____

Visa/MasterCard/American Express/Optima Card # _____ expiration date _____

mail to: **IFPO** PO Box 777, Lewisville NC 27023-0777

view the top photographers on the internet at http://www.aipress.com/topphotographers

If convenient, look at other homepages on our Top-Photographers web-site for ideas. Links to Top-Photographers are on our main home page at www.aipress.com. A good example site is: http://www.aipress.com/~ellefsen

HOME PAGE information guidelines

The information needed to create your Home Page (print or type clearly):

CONTACT INFORMATION you wish to appear on your Home Page.	Memberships, Associations, Publishing Credits, Prizes or Awards.
MOTTO, SLOGAN or Describe Your Specialty (ie: on-location child photography).	Accomplishments, Assignments, current Projects and Career Objectives in photography

Send b/w or color prints or 35mm slides. Number your pictures or slides. Include a printed or typed list of your pictures with a title or caption for each one. Be sure to put your member# on each photo or slide. Model releases are required for any photos that have human subjects that are not in the public domain.

If you want your photos returned, enclose a self addressed mailer with correct postage. At minimum, we require contact information along with photos with titles to create your Home Page.

We will assign you an Internet U.R.L. (internet address) in this form: **http://www.aipress.com/~yourname**. U.R.L.'s are all lower case and have no spaces. Please include any suggestions for "**yourname**." Avoid long strings of characters like "millersphotographyandvideographics". Use names like "paulmiller" or millerphoto."

Be sure to print your U.R.L. on your business cards, letterhead, etc. This Home Page is your internet portfolio, and you want as many people to visit as possible.

Behind The Scenes:
A Portfolio for Miss Missouri 1999

Film: AGFA Portrait ISO 160
by Dennis Hodges IFPO, Kansas City, MO

So how do you update a portfolio for a model who has already won the most coveted pageant title in your state? With *great* portraits in your own portfolio that will arm you with the confidence to approach her publicist or manager. Note that I did not say good -- they truly must be great.

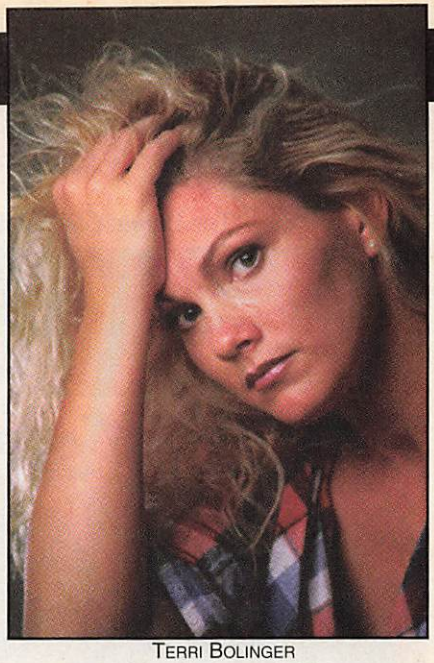
Be aware that by the time a woman has completed competition in a state pageant and won, she is only interested in top notch photos to round out her portfolio. And these women are very busy and do not have the time to look for a photographer. Yet every single one of them are thinking beyond the year of their reign to the next step up in this glamourous world of pageants.

However, pageants may not be the next step up so the smart "Miss" will develop a portfolio with a broad range of 'looks'. And she will need comp cards and promotional photos as well as portfolio pictures. Remember she is already accustomed to meeting the professional standards set up by state pageant directors so only high quality professional images will appeal to her.

I suggest using a professional grade of film such AGFA Portrait. (For an AGFA dealer near you call 1-800-AGFA PRO.) Off brand films are a little cheaper but why gamble on a couple of bucks when your reputation is on the line. And good or bad, a reputation is really the only sales tool any of us have.

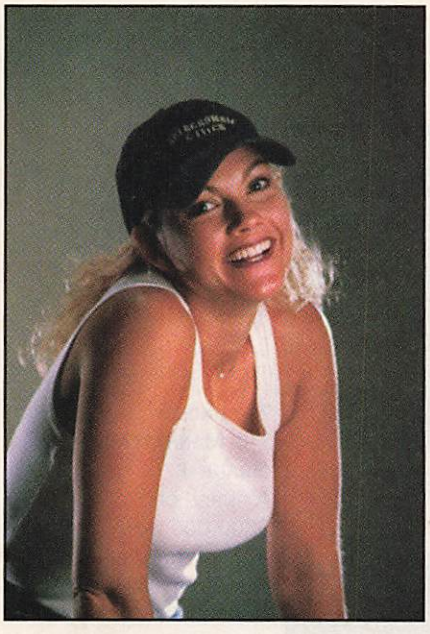
Credibility is also a factor. Being associated with American Image Press or *Today's Photographer Magazine* always helps. The potential for publication in *Today's Photographer* may have been the deciding factor when I approached Teri Bolinger's (Miss Missouri 1999) publicist. She agreed for Teri to meet with me. The rest is history. Except that she is the most versatile model I've ever shot!

Continued on page 51



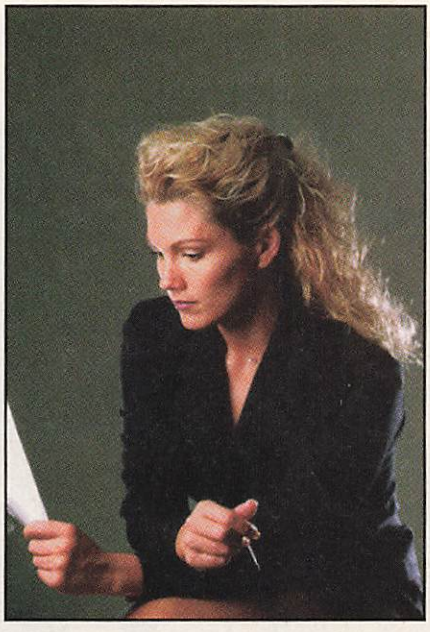
TERRI BOLINGER
MISS MISSOURI 1999

TAKE ME OUT TO THE BALL PARK



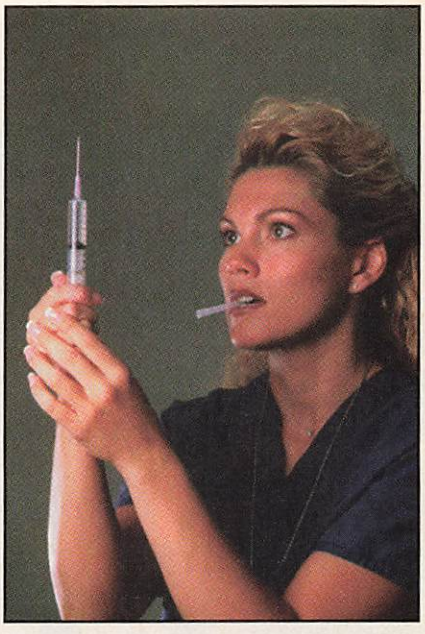
Listen to your client before doing a photo shoot. Teri told me that most of her portfolio consisted of pageant pictures with her wearing a crown and Miss Missouri Banner. She was on her way to Los Angeles right after this shoot and needed a range of looks. I asked her which sports she was interested in which inspired a series of baseball photos. What could be more appealing in any market than a beautiful girl 'out to the ball game'?

TERI THE ADMINISTRATOR



Models have degrees in other fields. Take that into consideration when you are updating a portfolio. Don't forget that business suits are always in no matter what profession you are trying to attract. This photo has Hollywood appeal as well as a broad range of assignments for an experienced model. Most models are comfortable in a business suit, so no matter what theme you have in mind, shoot a business suit or two.

TERI THE NURSE



The Nurse knows what she is doing. This series of photos have a broad range of appeal. Photographers and models are frequently used by many pharmaceutical companies to promote their products. Nurses appear in movies and on TV constantly. Teri is a nurse by profession which is apparent in her expression and knowledge of the syringe. It also helped with the wardrobe and the props for this series.

THE WINNER OF THE $150,000 PURSE

6TH RACE
THE RIVA RIDGE
GRADE II.
A PURSE OF $150,000 WON BY *YES, IT'S TRUE* (NUMBER 6) TRAINED BY D. WAYNE RUFAS RIDDEN BY JERRY BAILEY WENT OFF OF ODDS 3/5 TO PAY $3.50 TO WIN.

BELMONT PARK DAY IN ELMONT, NEW YORK

PHOTOS ©1999 BY DONALD MORANT

THE WINNER OF THE $300,000 PURSE

7TH RACE
THE MANHATTAN
GRADE I.
A PURSE OF $300,000 WON BY *YAGLI* (NUMBER 4) TRAINED BY WILLIAM MOTT RIDDEN BY JERRY BAILEY WENT OFF OF ODDS 6/5 TO PAY $4.40 TO PLACE.

We Were Wrong
In the last issue we reported the date for the Rolex 24 Hour Race as a July event. The *Rolex 24 Hour Race* actually took place in January in Daytona Beach, Florida. *The Editors*

Don Morant captured this year's winners at Belmont Park Day in Elmont, New York.
Peter Potter, Motor Sports Editor at Large

THE 131ST RUNNING OF THE BELMONT

By Donald Morant IFPO, Holbrook, New York

The 9th race of the day was *The 131st Running of Belmont Stakes, a Grade I Race* with a $1,000,000 purse. *Lemon Drop Kid,* number 6 raced to the wire to win by a head over *Vision and Verse.*

Lemon Drop Kid, ridden by Jose Santos *(left)* trained by Flint S. Schuihofer paid $61.50, odds of 29 to 1. *Vision and Verse* was ridden by Heberto Castillo Jr, trained by William Mott.

THE PRESENTATION OF THE 131ST BELMONT STAKES TROPHY TO THE OWNER OF *LEMON DROP KID*, JEANNE G. VANCE, TRAINER FLINT S. SCHUIHOFER AND JOCKEY JOSE SANTOS.

LEMON DROP KID WINS THE $100,000,000 PURSE

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(IFPO MEMBERS ONLY!)

YOUR CONTACT INFORMATION

name _____ # I.D. _____

studio or business name (optional) _____

address _____

city, state, zip code, country _____

phone _____ fax (optional) _____

email address(optional) _____ home page URL (optional) _____

TERMS AND CONDITIONS

Credit Card Orders: when we receive your registration form, your credit card will be billed for the set-up fee only. Then your credit card will be billed monthly on the first of the month beginning with the first FULL month your your Data Bank information is ON-LINE. Your first partial month is FREE! Minimum 12-month committment required. After 12 months, monthly charges will continue until member cancels with a 30-day notice. Visa, Mastercard, American Express, Optima accepted.

Checks or Money Orders: when you submit your registration form, enclose a check or money order for the amount of the set-up fee PLUS 119.40, the first twelve months of the monthly fee. You will then be billed at 12 month intervals.

I agree to the above terms and conditions. I enclose my fees as follows:

☐ **#ADB21**, $10 per SPECIALTY set-up fee ___ . ___ and monthly fee: **$9.95**

☐ **#ADB31**, 10 SPECIALTIES, set-up fee **$49.00** and monthly fee: **$9.95**

(#ADB31 is a limited offer that expires 12/31/1999)

signature _____

Visa/MasterCard/American Express/Optima Card # _____ expiration date _____

LIST YOUR SPECIALTIES:

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Choose from these Specialties or Name Your Own!

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Celebrity
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Environmental
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Fire
Glamour
Group
Insurance
Landscape
Livestock
Model
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ON-LINE: http://www.**aipress.com**/freelance.html

or MAIL TO: **A.D.B. PO Box 777 Lewisville NC 27023-0777**

IFPO's 18 PROVEN PROGRAMS

1 PRESS CREDENTIALS •Gain Access to controlled events! Sports, Concerts, Crime Scenes, Fires, Storms, details on page 20, 21, 22, 23.

2 ASSIGNMENT DATA BANK •Register for Assignments! "Dream" assignments you've always wanted can really be yours! see page 18.

3 STOCK PHOTO GALLERY & SALES •SELL the photos you've already taken! page 4.

4 INTERNET HOME PAGES •Get your own Home Page at **TOP PHOTOGRAPHERS**! Display your photos, awards, credits, resume and contact info. page 13.

5 PHOTOGRAPHY WORKSHOPS in Maine •Forensic to Outdoor Adventures! page 50, 51.

6 MERIT & ACHIEVEMENT •Gold Seal Merit Cards in the 60 categories. page 26, 27.

7 IFPO CREDENTIALS •Clout to succeed with an internationally recognized organization. page 64.

8 AMERICAN IMAGE PRESS CLUB •Get published, get paid and gain recognition. page 63.

9 PICTURE AWARDS •Earn publishing credits and "Certificate of Publication Awards." page 46.

10 PROFESSIONAL CERTIFICATION CPMP (Certified Professional Master Photographer), CPCP (Certified Professional Craftsman Photographer and (PCP) Professional Certified Photographer. IFPO-CPACM Certification Board of Regents, 59 Canal St. Box 9, Lewiston ME 04240, based on academic merits.

11 GLAMOUR.ELITE •Attract celebrities and "discoveries" plus get published. page 1.

12 LEARNING LIBRARY •HOW-TO: weddings, sports, travel, wildlife, glamour, model portfolios, commercial, boudoir, figure, lighting: beginner, intermediate, advanced techniques for shooting on location or studio. page 30-45.

13 FORMS (61) •For Photographers: Technical, Contracts, Checklists, Releases, Copyrights pg 28-29.

14 PHOTO CONTEST + El Niño Awards •Cash prizes, monthly contest, page 54-55.

15 IFPO REPORTS •Make money with your camera.

16 ACCESSORIES •Patches, windshield stickers, letterhead, business cards, etc. pages 24-25.

17 DISTRIBUTORSHIPS •Sell IFPO programs, books, videos and forms part or full time. page 61.

18 MODEL CONSULTING •Pays you to discover new faces and figures while pursuing your interest in glamour photography. Ω

International Freelance Photographers Organization

MEMBERSHIP APPLICATION

THE PROVEN BRIDGE TO FREELANCING

ABOUT YOU:

Which best describes your photography:

- ❑ I am a beginner or amateur
- ❑ I am an advanced amateur or Part-Time Pro.
- ❑ I am a full-time professional.

I want **PRESS ACCESS** with my camera:

- ❑ Sports events.
- ❑ Concerts.
- ❑ Breaking news.
- ❑ Celebrity events.
- ❑ Crime scenes.
- ❑ Fire scenes.
- ❑ Press conferences.
- ❑ Entertainment events.

Check each area that interests you strongly:

- ❑ Press photography.
- ❑ Nature/wildlife.
- ❑ Videography.
- ❑ Glamour.
- ❑ Wedding.
- ❑ Sports/Action.
- ❑ Travel photography.
- ❑ Advertising.
- ❑ Commercial.
- ❑ Portrait photography.

Are you available for photo assignments?:

- ❑ YES.
- ❑ NO.

Enroll me as an IFPO Lifetime Member and send my Membership I.D. Card and Parchment Certificate + Complete Membership Packet. I enclose $68 for LIFETIME Membership and **LIFETIME Subscription** to Today's Photographer Magazine PLUS $6 for priority handling and First Class Mail of my Membership Packet ($74 TOTAL).

My membership packet will include details on how I can participate in **IFPO's PROVEN PROGRAMS** for getting **PUBLISHED**, making **MONEY** and gaining **PRESS ACCESS** with your camera.

name

(optional) business name

address

city/st/zip

phone number/FAX number

ENCLOSE CHECK, MONEY ORDER, OR PAY BY CREDIT CARD

Visa/MasterCard/American Express/Optima Card # | expiration date

To join IFPO by mail, use this form or the order form on page 47 and send your dues to:

IFPO, P.O. Box 777, Lewisville, NC 27023-0777 USA

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IFPO On Assignment

Success Stories

More on page 33

My Winning Photo -- On The Front Page Again

By Dennis Stephens IFPO 19277
Gregory Park, Jamaica

I again scooped the cover page of the *Teen Herald* Sports section with photos from the ISSA Track and Field Competitions at Jamaica's National Stadium.

In this front page picture, Kingston College's Ryan Clarke (right) and David Lloyd of Camperdown are in a head-to-head battle in the Boys 400 meters open hurdles final. Clark won in a very close finish.

I cover most sports events at the National Stadium with the support of the IFPO Press program. Ω

Shots That Sell

Continued from page 8

Spot yourself on the first base line, an equal distnce between home plate and second base

The Huntington Valley Little League

1. *Close Call.* Dennis Chapman of the "A's" stretches for second as Burt Farley of the Mariners takes a throw from a team mate.
2. *Let's See You Hit My Fast Ball.* Jenna Balester of the Minor "A" Rangers lets go with her fast ball resulting in another strike out. Player on third looks on as his team defeats the Rangers 10 to 8.
3. *A Close Play At Home.* Orioles player slides under an unidentified Rangers pitcher to score a much needed run which resulted in an 8 to 5 victory for the Orioles.
4. *Look Out Fence, Here I Come.* Another long ball hit by the Cardinals in their Minor B game against the Dodgers.The Cardinals won 9 to 5.

Outside Center Field Fence Position

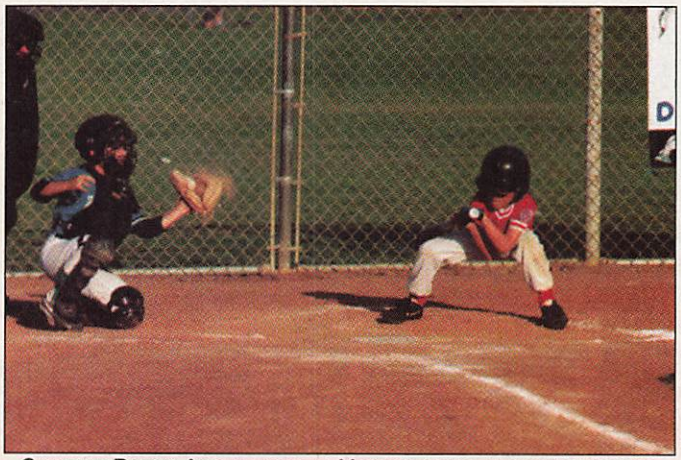
working for an NFL team here in California I did all of my shooting from the sidelines, so I certainly knew how to cover football. But I had never covered a baseball game. After the NFL team left the area I retired. Still wanting to be involved in sports photography I set up a small business.

My first venture was in Little All American Football to give parents action photos that they could not get. This worked well for me (your IFPO Press Credentials gets you on the field), and the parents.

I decided to branch out into baseball, the sport I had never covered. I started shooting pictures of my friends' and neighbors' children to give myself the confidence that I could shoot baseball as well as football. I learned that if you love sports and understand the game, you can shoot any sport.

How much money can you make part time? Think about it like this. There are usually 15 children per team. If you shoot both teams in one game, you will shoot approximately 30 children. If you really want to hustle on a Saturday, you can shoot six games, that's close to 180 children. You can expect to sell to sixty percent of the parents. That's over 100 sales which could easily generate $500 - $800 or more! Use the same formula, reduce the number of games and calculate what you wish to make.

When I first started in youth football I prepared an album for each team. A team mother volunteered to set up a table each day to show the books and sell the prints straight from the album. She also recruited several other team mothers to help. They also took orders for enlargements which I delivered at the teams' next game. In return, the team mother's pictures were free. I made certain she had excellent 8 x 10 action shots of her child. Other mothers who helped also received free 4 x 6 prints.



Catcher Robby Adolph of the Marlins takes a pitch that the Reds batter thought was "a little too close for comfort."

To get started with baseball I first contacted the League president and told him that I wanted to put together a book of action photos for each team. I had no problem getting approval after showing some of my work.

As before I used the same procedure with the team mothers. This again proved to be very profitable but time consuming. Some mothers were not as cooperative so I had to do the shooting and the selling. I would still be using this method if I had the help, but I do not have that luxury.

In order to cut back on the work load, I have now set up a flat shooting rate per roll of film. I give the roll to the parents as soon as I have it exposed. They have it processed and make as many prints as they want. Granted, I lose out on reorders and enlargements. But as I finish one roll of film I run to the next parent who has hired me to shoot their child. When I leave the field I'm done, no books to make or prints to sell. I love this.

Naturally, you must establish yourself with the League and parents so they know what kind of work you produce. You have several options on how you want to handle the sale of your images. The decision is yours.

Shooting sports is a lot of fun if you love the game, and as a part time shooter you can generate almost any amount of income desire. You are in control.

Have fun and make a lot of parents happy. Enjoy the game and your profits! Ω

3 Good Reasons to Become an

OFFICIAL PHOTOGRAPHER

GLAMOUR .elite magazine

1. YOU GET THE PICTURES

YOU'VE ALWAYS WANTED FROM THE SUBJECTS YOU'VE ALWAYS WANTED TO SHOOT. The credentials give you the confidence to shoot and gives your subjects the confidence in you.

2. YOU GET PUBLISHING CREDITS

YOU NEED TO ENHANCE YOUR STATUS AND BUILD YOUR REPUTATION. You are encouraged (but not required) to submit photos of the discoveries you make using your ***GLAMOUR**.elite* magazine credentials. All of your submissions are entitled to review by the editorial staff and could be selected for publication in ***GLAMOUR**.elite* magazine. Each time one of your photos is selected for publication in ***GLAMOUR**.elite*, you will be issued a certificate of accomplishment indicating your name, the photo description and the ***GLAMOUR**.elite* issue date. Your collection of these certificates will further enhance your glamour photographer status. Each submitted photo must be accompanied by the ***GLAMOUR**.elite* submission form (comes with your kit) and a small service charge of $8.00 per photo to cover the cost of scanning your image for publication. The $8.00 fee is refunded if your photo is not selected for publication.

3. GUARANTEE YOUR SUBJECTS

THAT THEY CAN GET PUBLISHED IN ***GLAMOUR**.elite* MAGAZINE. You may (but are not required) to turn your fascinating glamour hobby into cash. Each photo received with the "publication spotlight" form (in your kit) and fee of $19.00 gets published in the on-line edition of ***GLAMOUR**.elite* magazine. In operating your business, you are free to charge your subject an appropriate amount to take into account your own expenses, overhead and profit. *Photos rejected by the editors for quality reasons will receive a full refund.*

***GLAMOUR**.elite* magazine features both well known celebrities and "newly discovered" subjects.

***GLAMOUR**.elite* Photos by Dennis Hodges, IFPO

Find ***GLAMOUR**.elite* magazine at www.aipress.com/glamourelite

If you are an IFPO member, you can get on the *GlamourElite* magazine band wagon quickly and inexpensively by taking advantage of the GlamourElite BUNDLE GEXX-SEP!. You get the GE08A Passport, GE02B Full Badge Set and GEAV Internet Assignment Verification for ONLY $69.00 (a SAVING of $158.95). Proof of publication is also waived for this offer.

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☐ **GE08A** *Glamour.elite* **Passport** The custom designed *Glamour Elite* PASSPORT style credential comes with everything you need for final assembly in just seconds using your own photo. A special statement of certification is a permanent part of your passport's upper panel.	$99.00
PASSPORT APPLICATION FEE	$20.00
☐ **GEAV** *Glamour.elite* **Assignment Verification Option** Officials/clients/subjects can **verify** your **assignment status** by calling 336-945-9867 or fax 336-945-3711, 9:AM - 5:PM Eastern Time, weekdays except holidays. This is a free service that comes with the Glamour Elite Program. **BUT** . . If you are covering an evening or weekend event or are out of the Eastern Time-zone, GEAV Assignment Verification works from ANYWHERE in the world, 24 hours/day, 365 days/year! The $39 fee includes a $19 one-time set-up fee and the first 2-year Internet Assignment Verification service fee of $20 ($10/year). You will receive a laminated ASSIGNMENT VERIFICATION CARD to present to officials.	$39.00
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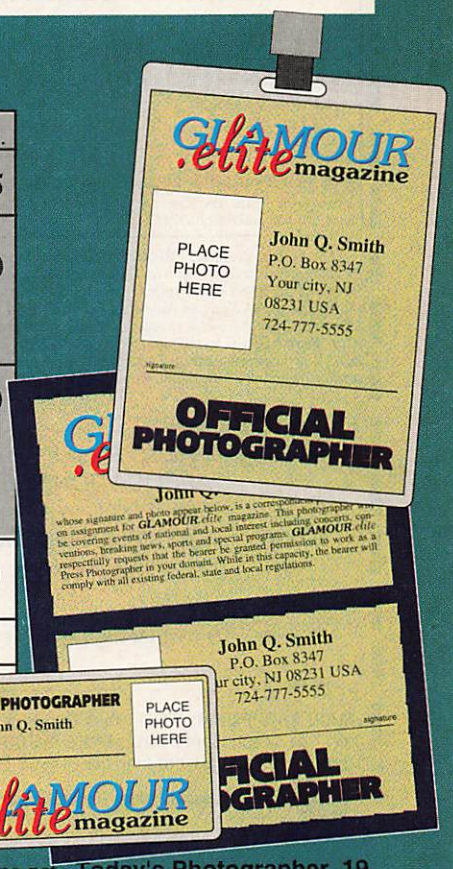

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IFPO Press Program

What is the IFPO PRESS Program?

The PRESS Program is designed to get you and your camera to the spot that will get you that great money making, award winning shot that everyone will want to publish. It will get you up front and backstage at a concert or performance and on the sidelines or in the press towers at sporting events. It will get you into news conferences with dignitaries and celebrities, and across police barriers at crime or accident scenes.

How does it work so effectively?

Freelancers have great difficulty gaining the access to events because they are not representing a publication or media organization. The IFPO PRESS Program solves this by issuing credentials to you as a photographer on-assignment for Today's Photographer Magazine. Our 14 year reputation covering all kinds of events around the world means that our credentials are respected everywhere.

If you HAVE been Published ...YOU QUALIFY for the

PRESS PASSPORT

PRESS PASSPORT
APPLICATION FORM

The PRESS PASSPORT is only available to IFPO members who have been published. If you are not an IFPO member, include your membership dues with this application. Membership dues information is on page 17.

5 Digit IFPO Member# _____ or enclose dues

name _____

address _____

city/st/zip _____

phone/FAX _____

CLASSIFICATION INFORMATION:
(List at least one publication in which your photos have appeared)

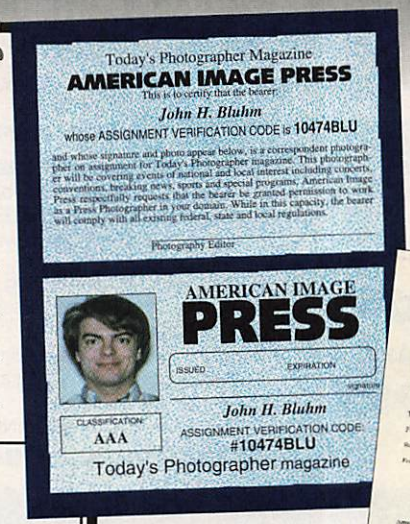
_____ _____

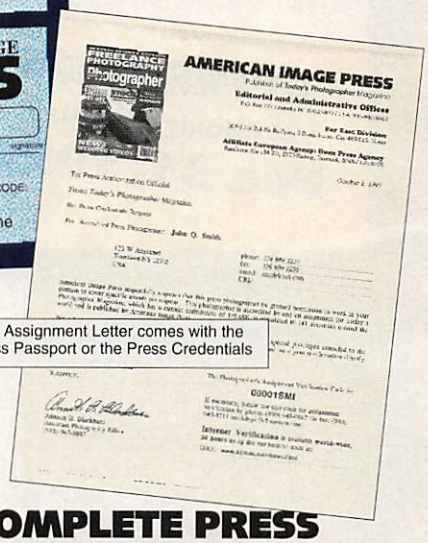
I want to gain PRESS PASSPORT access with my camera to: (check all that apply)

- ❑ Sports events.
- ❑ Crime scenes.
- ❑ Concerts.
- ❑ Fire scenes.
- ❑ Breaking news.
- ❑ Press conferences.
- ❑ Celebrity events.
- ❑ Entertainment events.
- ❑ Political events.

Are you available for photo assignments?: ❑ YES. ❑ NO.

Please keep photos, tear sheets or other proof of publication in your own files for possible future reference. Do not send them to IFPO.





the Assignment Letter comes with the Press Passport or the Press Credentials

The custom designed PRESS PASSPORT comes with everything you need for final assembly in just seconds using your own photo. A special statement of certification is a permanent part of your PRESS PASSPORT's upper panel. In addition, an Official Letter of Certification is included which endorses you as an American Image PRESS photographer on assignment for *Today's Photographer* magazine and requests official access to events. This letter is an integral part of the Press Program. It is tested and proven to establish privileges of the working press for IFPO members. If an additional letter of assignment is required, the fully supported IFPO press program will also provide that service. Details are provided with your Press package.

FEE AND PAYMENT:

#408A	PRESS PASSPORT FEE	$99.00
	APPLICATION FEE (non-refundable)	$20.00
	SHIPPING (first class mail)	$7.00
TOTAL	PAYMENT ENCLOSED	$126.00

Use your Check, Money Order, Or Credit Card as follows:

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MAIL THIS FORM: IFPO Press Program, PO Box 777, Lewisville, NC 27023-0777 or Credit Cards CALL **FREE 1-800-654-9557** or FAX 1-800-283-5989. Specify that you are ordering the PRESS PASSPORT.

IFPO's COMPLETE PRESS
PROGRAMS HIT ALL 4 KEY FACTORS

1. ON ASSIGNMENT:
Because freelancers are often turned away at events, our program credentials you as ON ASSIGNMENT for Today's Photographer magazine and the parent publisher American Image Press.

2. BACK-UP AND SUPPORT:
Although your press package arms you with a general letter of assignment effective in most cases, You can encounter officials who want an editors specific letter of assignment for that specific event on that day. Your package comes with this support with easy to use request sheets and a telephone help number.

3. ASSIGNMENT VERIFICATION:
Press Officials can check you out! Your press package includes assignment verification using your unique Assignment Verification Code (AVC) by phone or fax during normal business hours. Optionally, world-wide 24 hour/day verification is available via our special verification site. Details are at the bottom of page 21.

4. GETTING PUBLISHED:
Photographers who get published gain access! IFPO's get-published programs are equal to none; from the Today's Photographer Editor's Sweepstakes to the American Image Press Club.

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IFPO Press Program

MAKE IMPORTANT CONTACTS.

You can meet important people through the IFPO PRESS PASSPORT and PRESS CREDENTIALS programs. You may cover activities such as concerts, sports events, news conferences, police emergencies, and events that feature dignitaries and celebrities. Most celebrities, sports personalities, and government officials want to maintain good relations with the Press and will treat you preferentially.

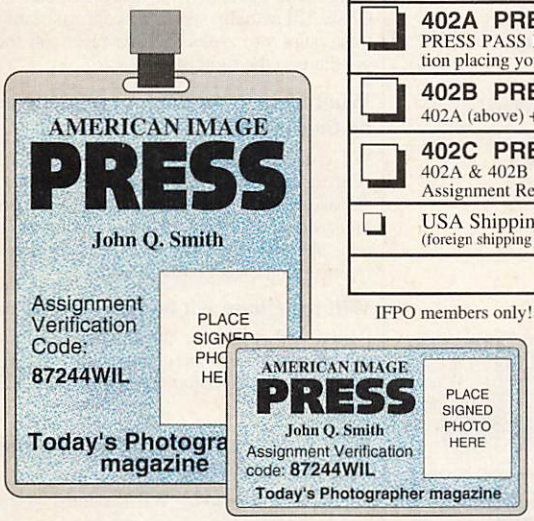
HOW CAN MY CREDENTIALS BE VERIFIED?

Press Officials/ Celebrities/ Publishers can **VERIFY** your **Assignment Status** by calling 910-945-9867 or fax 910-945-3711 the Press Office 9:AM - 5:PM Eastern Time, weekdays except holidays. This service comes FREE with the Press Passport or Press Credentials packages. For Assignment **VERIFICATION** anywhere in the world, 24hours/day, see the new **INTERNET ASSIGNMENT VERIFICATION** below.

If you HAVE NOT been Published ...YOU QUALIFY for

PRESS CREDENTIALS

PRESS CREDENTIALS ENROLLMENT FORM



Cat#	Description	Price EA.
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☐	USA Shipping, Shipped next business day First Class Mail, **ADD $7** (foreign shipping use the instructions on page 47)	$7.00

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YES! I am a current press member (or am ordering the 402 or 408 press program right now). Sign me up for INTERNET ASSIGNMENT VERIFICATION (#400AV)! **I enclose $39** which includes the $19 one-time set-up fee and the first 2-year Internet Assignment Verification service fee of $20 ($10/year). (order code# is 400AV if you use the order form on page 47)

IFPO member # and name

address, city, state, zip

phone/fax

email/U.R.L.

Use your Check, Money Order, Or Credit Card to order

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PRESS SURVIVAL GEAR

BREAKING NEWS CHASE kit!

PRESS PROGRAM OPTION

WHAT IS IT?

The Breaking News Chase Kit is composed of three vital parts. The Pursuit Package gets you on the scene; the Action Package gives what you need at the scene; the Instant Response Package gets your news story to the right news outlet instantly.

WHO CAN GET IT

1. If you are an IFPO member with the Press Passport, Press Credentials or both, YOU QUALIFY and may order the Breaking News Chase Kit.
2. If you are an IFPO member, but not yet a member of the press program, TO QUALIFY you must order one of the press programs (page 20 & 21) before or at the same time you order the Chase Kit.

WHAT YOU GET

The *Pursuit Package:*

- Three (3) fully assembled laminated NEWS REPORTER accreditation ID's each with your name and Assignment Verification Code. They are custom made to use with your current Press Passport, Press Badge and Press Wallet I.D. Card.
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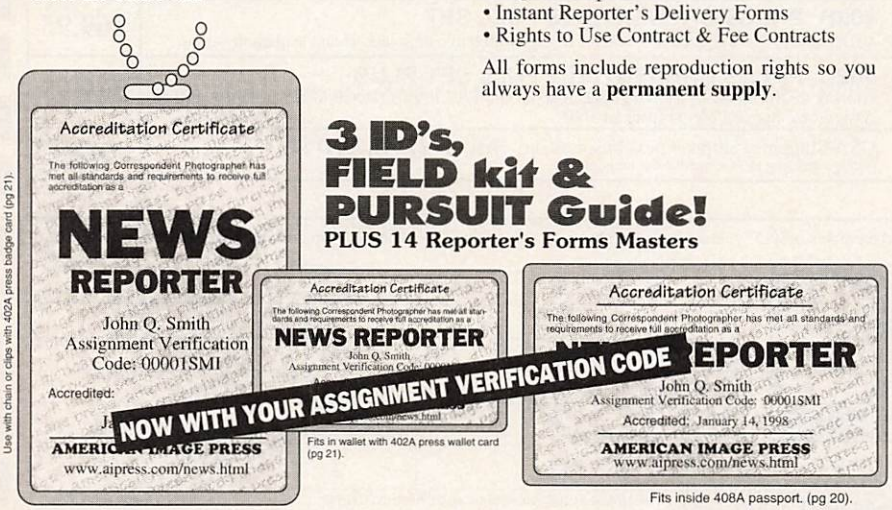
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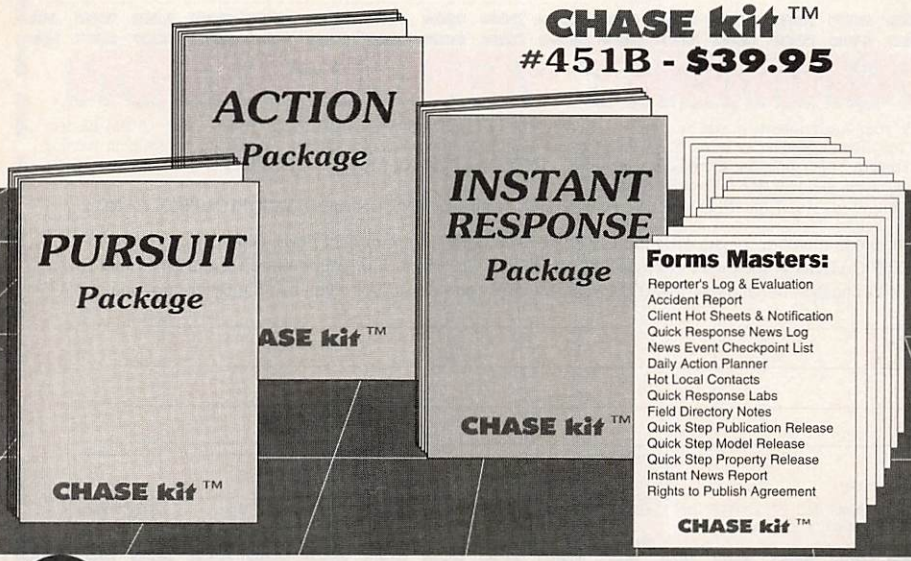

Q & A

I already have Press Credentials. Why do I have to buy the Chase Kit?

You DO NOT. The Chase Kit was simply designed to make the breaking NEWS REPORTER'S job easy. It gives you everything you need on the spot to do the job, do it right and get it to your nearest editor. The Chase Kit actually serves as your assistant to make sure you collect all the facts and then get them to the right place.

What is a Chase photographer; what do they chase?

We consider any photographer who is in search of breaking news events to be a "Chase Hound". He chases sports, entertainment, fires, accidents, storms, natural disasters, plane crashes, train wrecks, press conferences and even goodwill tours.

Will the Chase Kit be recognized?

Police will recognize the Press Credentials which must be used with the NEWS REPORTER accreditation part of the Chase Kit.

Will *Today's Photographer* publish these news stories?

Today's Photographer WILL publish stories about YOU covering these stories. The breaking news stories themselves need to go to daily newspapers and wire services.

How do I find out if a newspaper or TV station can use my news photos?

Let's use an auto accident as an example. You have photographed the wreck and are leaving the scene without having seen any other photographers or news teams. Pick up the nearest phone (using the numbers listed in your Reporter's Field Directory) to notify news agencies that photos of the accident are available even though the film has not been processed. Breaking news is HOT and should be reported immediately.

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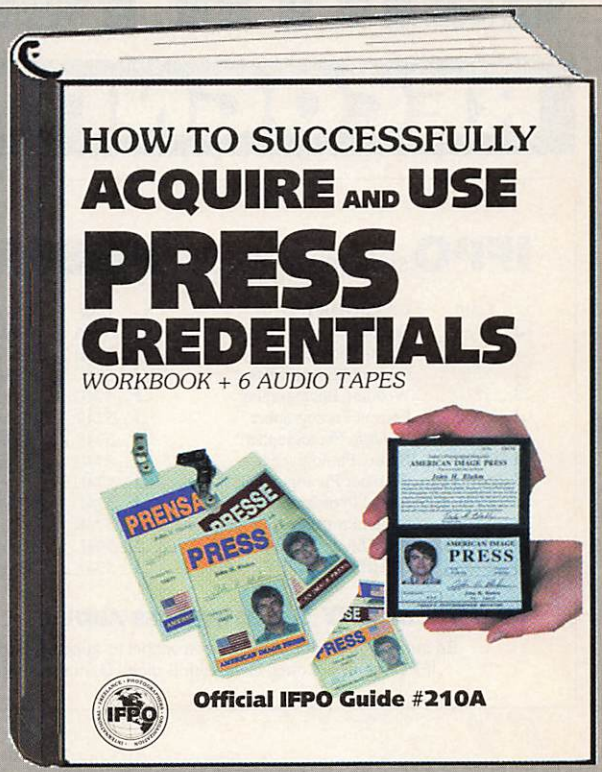

Where to go, when to go, how to contact, who to contact and why. 6 complete audio lessons and transcriptions of the audio scripts for further in-depth study, **forms** and releases needed to operate as a PRESS photographer. Learn the privileges of a PRESS photographer and the type of credentials that are necessary and how the right credentials work. **Gain access** to PRESS boxes, sidelines, and locker rooms. **GET admitted to concerts**, get front row and backstage passes. Get to political, hostile, disaster, accident, and crime scenes, how to work with the police and others including foreign embassies. **Learn** to attend celebrity events and press conferences for politics, sports, business, pageants, and ceremonies.

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PRESS Cap: solid black cotton twill cap with braid. One size fits all. One COLOR: **Black** (with white embroidered emblem) Order in quantity for family and friends and save.

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RECOGNITION!

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❑	573B	Sports Photographer
❑	573C	Concert Photographer
❑	573D	Wedding Photographer
❑	573E	Portrait Photographer
❑	573F	Wildlife Photographer
❑	573G	Nature Photographer
❑	573H	Glamour Photographer
❑	573J	Model Photographer
❑	573K	Model Portfolio Photographer
❑	573L	Nude Study Photographer
❑	573X	OTHER (SPECIFY)

PRESS Program style

√	Cat#	CATEGORY
❑	574A	News Photographer
❑	574B	Photojournalist
❑	574C	Concert Photographer
❑	574D	Sports Photographer
❑	574E	Entertainment Photographer
❑	574F	Celebrity Photographer
❑	574G	Police Photographer
❑	574H	Investigative Photographer
❑	574J	Correspondent Photographer
❑	574K	Fire Photographer
❑	574L	Press Photographer
❑	574X	OTHER (SPECIFY)

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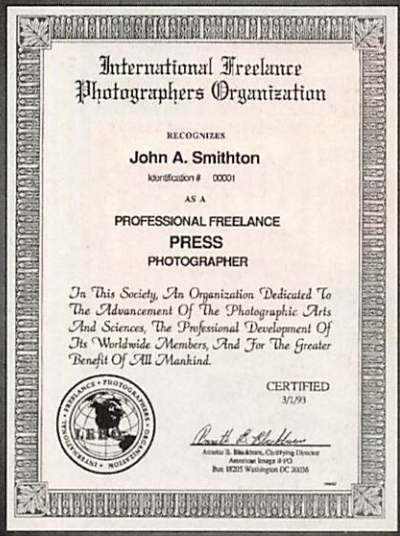
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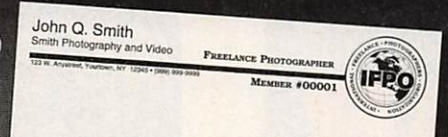

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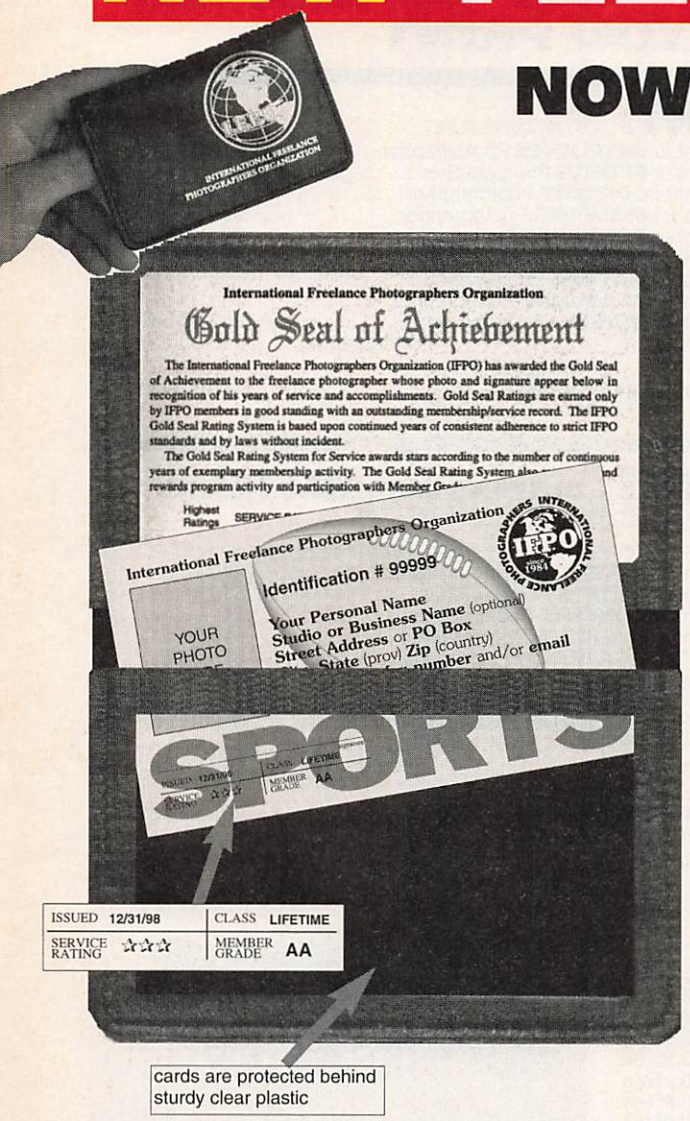
PRESS News Photographer

NEW FLEX SYSTEM

NOW WITH 48 I.D. CARDS


INTERNATIONAL FREELANCE PHOTOGRAPHERS ORGANIZATION
International Freelance Photographers Organization
Gold Seal of Achievement
The International Freelance Photographers Organization (IFPO) has awarded the Gold Seal of Achievement to the freelance photographer whose photo and signature appear below in recognition of his years of service and accomplishments. Gold Seal Ratings are earned only by IFPO members in good standing with an outstanding membership/service record. The IFPO Gold Seal Rating System is based upon continued years of consistent adherence to strict IFPO standards and by laws without incident.
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number and/or email
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CLASS LIFETIME
SERVICE RATING ☆☆☆
MEMBER GRADE AA
cards are protected behind sturdy clear plastic

WHAT'S NEW!!

1. **NEW:** We've unbundled the set so you don't have to re-buy components you already have! Further, we've slashed the "price per I.D. card" drastically.
2. **NEW:** We've added a "badge holder" option that allows you to use your I.D. cards as a Badge.
3. **NEW:** Members report that the most effective components of the "flex I.D. system" are the "Gold Seal of Achievement" and the "specialty image" portrayed on each card. Therefore, we have expanded the card selection from 6 to 48! Early tests indicate client acceptance increases of more than 300% and more!

WHAT WORKS!!

4. **We've kept** the leather Presentation Case with the Gold Embossed Seal exactly the same! So if you have ordered the original FLEX system in the past, you don't have to re-buy the leather I.D. Presentation Case.
5. **We've kept** the "Gold Seal of Achievement" that slides into the upper part of the Presentation Case exactly the same! If you already have it, you don't need to replace it.
6. **We've kept** the "Service Rating" and "Member Grade" that awards excellence for service and IFPO activity exactly the same on each and every I.D. card!

if you already have the FLEX system, YOU CAN ADD TO IT!!

item#	price	description
755A-48	$39.95	**Entire 48 I.D. Card set**, all personalized, all with your Service Rating and Member Grade.
755A-LPC	$19.95	**Leather Presentation Case** with Gold Embossed Seal (see picture above).
755A-GSA	$9.95	**"Gold Seal of Achievement" card** that fits in the upper window of the Presentation Case.
755A-BPC	$9.95	**Badge Presentation Clip** holds any of the 48 I.D. cards.
755A-FX	$59.95	**All above items.** (Entire 48 I.D. Card set, all personalized, all with your Service Rating and Member Grade, Leather Presentation Case, "Gold Seal of Achievement" card, Badge Presentation Clip).

TO ORDER: call toll free with your credit card **1-800-654-9557** or use the **order form on page 47**. Clearly print the personalization information you desire (all cards will be printed with identical personalization information) Use the cards at right as examples.

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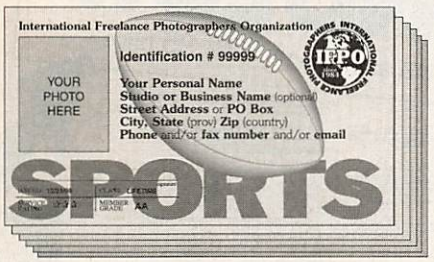
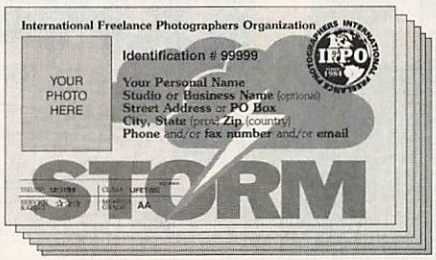
48 I.D. CARDS



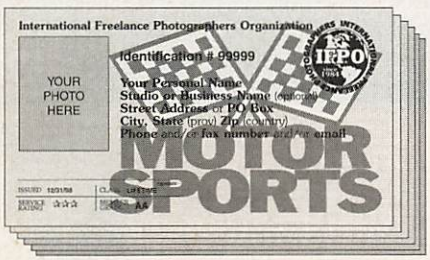
Sports set #1

1. Football
2. Golf
3. Skiing
4. Archery
5. Olympics
6. Race Official



Weather Set

1. Storm Center
2. Chase Team
3. El Niño
4. Hurricane
5. Flood Patrol
6. Disaster Team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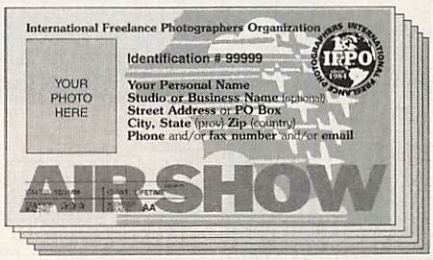
Identification # 99999
Your Personal Name
Studio or Business Name (optional)
Street Address or PO Box
City, State (prov) Zip (country)
Phone and/or fax number and/or email
MOTOR SPORTS

Sports set #2

1. Motor Sports
2. Basketball
3. Tennis
4. Equestrian
5. Motocross
6. Bowling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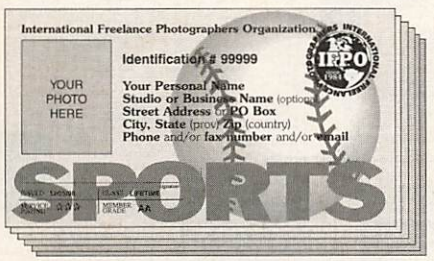
YOUR PHOTO HERE
Identification # 99999
Your Personal Name
Studio or Business Name (optional)
Street Address or PO Box
City, State (prov) Zip (country)
Phone and/or fax number and/or email
AIR SHOW

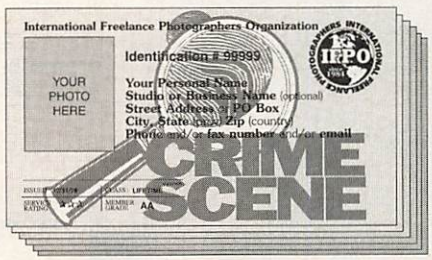
Festivals & Shows set

1. Air Show
2. Balloon Show
3. Auto Show
4. Rodeo
5. Boat Show
6. Independence Day



Sports set #3

1. Baseball
2. Hockey
3. Soccer
4. Boxing
5. Track & Field
6. Martial Arts


International Freelance Photographers Organization
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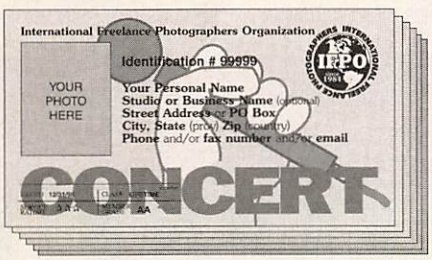
Identification # 99999
Your Personal Name
Studio or Business Name (optional)
Street Address or PO Box
City, State (prov) Zip (country)
Phone and/or fax number and/or email
CRIME SCENE

Emergency set

1. Crime Scene
2. Fire Scene
3. Court
4. Medical
5. Investigator
6. Medical



Entertainment set

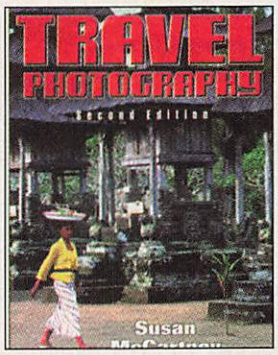
1. Concert
2. Country Western
3. Radio/TV
4. Recording Industry
5. Jazz
6. Rock and Roll

Political set

1. Campaign 98
2. White House
3. Democratic
4. Campaign 2000
5. Republican
6. Press Conference

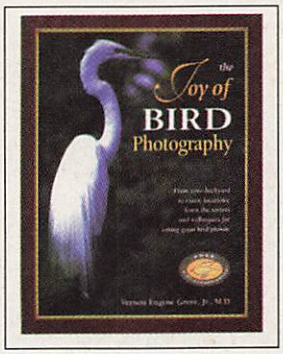
Book Reviews

Travel Photography
Second Edition
By Susan McCartney



The new edition of ***Travel Photography*** by Susan McCartney not only details the crucial steps in organizing a travel shoot and setting up equipment, but also reveals what to expect while actually shooting. She provides exciting self-assignments and sample itineraries to get started, sample stock and assignment forms, as well as model releases in more than thirty languages. This book is indispensable to any photographer's work and career. Order at www.allworth.com or 1-800-491-2808.

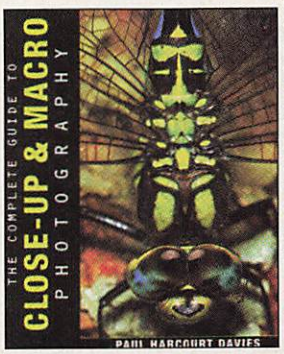
The Joy of Bird Photography
By Vernon Eugene Grove MD



This collection showcases an outstanding array of birds in more than 100 spectacular color photographs and highlights behavioral characteristics of various birds so you are ready to click the shutter when they make that anticipated move. For birders, nature enthusiasts, wildlife photographers, and anyone interested in photography. Available in bookstores or directly from the publisher at 1-713-520-4444. Gulf Publishing Company.

The Complet Guide To
CLOSE-UP & MACRO PHOTOGRAPHY
By Paul Harcourt Davies

Explore the hidden world of pattern, texture and detail which lies just beyond the familiar and learn to create stunning photographic images with this guide to close-up and macro photography.



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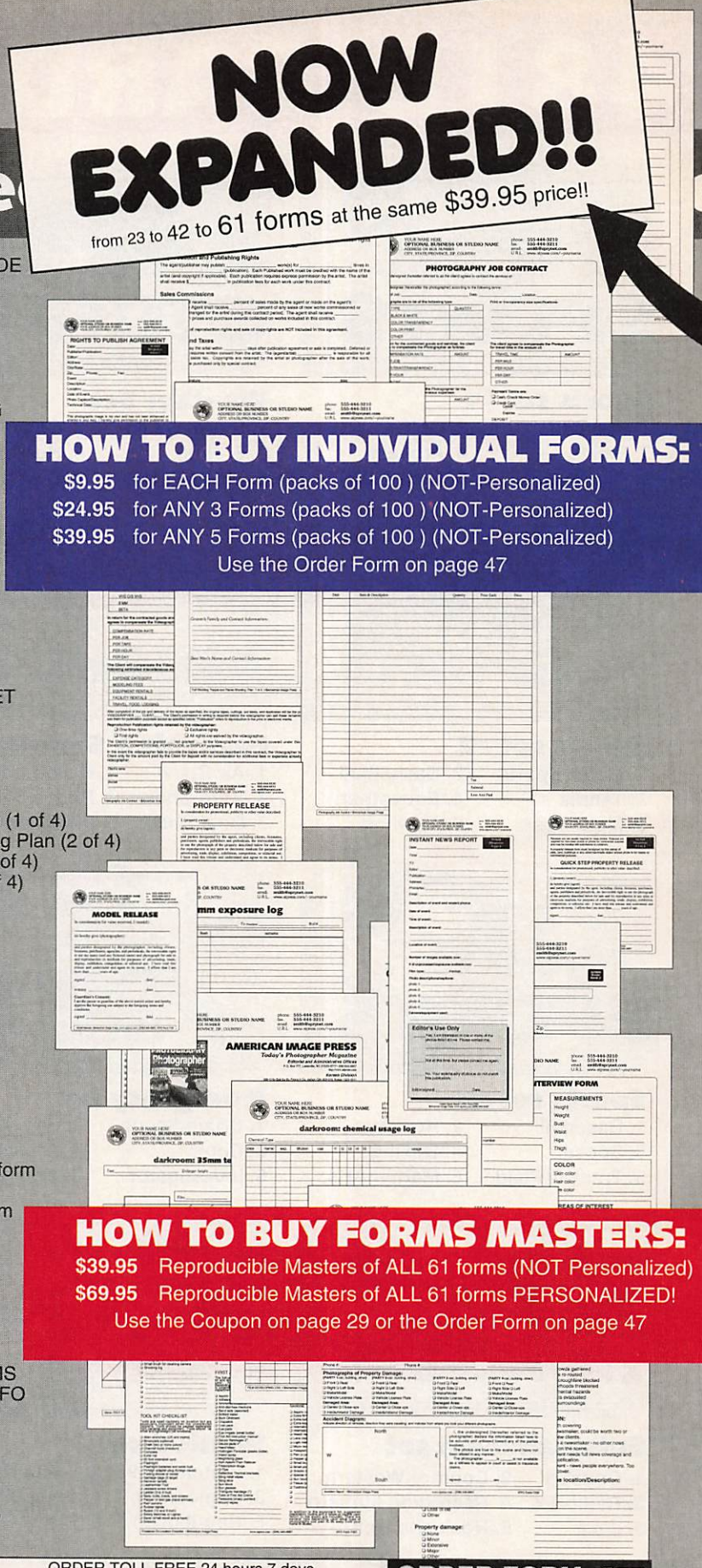

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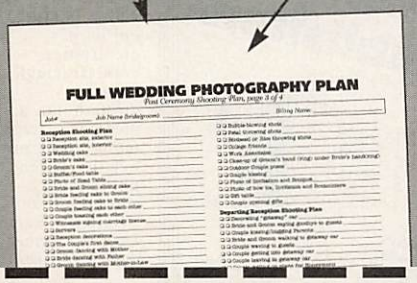
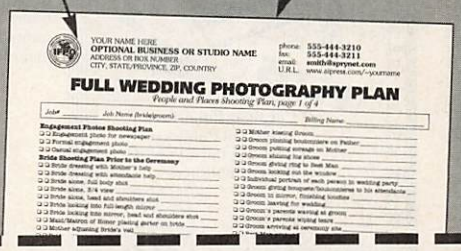

FULL WEDDING PHOTOGRAPHY PLAN
Post Ceremony Shooting Plan, page 4 of 4


FULL WEDDING PHOTOGRAPHY PLAN
People and Places Shooting Plan, page 1 of 4

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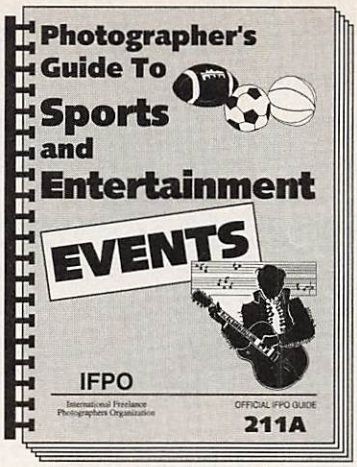
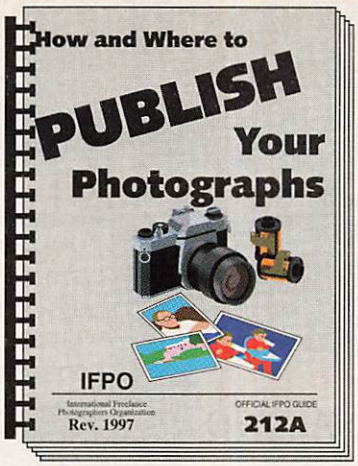


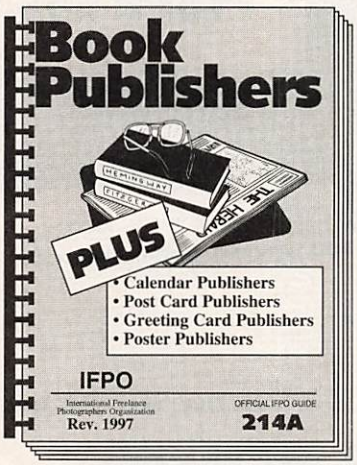
#211A, $19.95

#211A contains 915 total listings that you need to gain access to sports and entertainment events of all types around the USA. 598 listings include coliseums, sports arenas and stadiums, civic centers and exhibition halls, public auditoriums, performing arts centers, and concert halls where the major sports and entertainment events take place. 269 performing arts theaters plus 48 arts organizations are listed by area for easy reference. Listings include contact information plus descriptions of programming and performance season information.



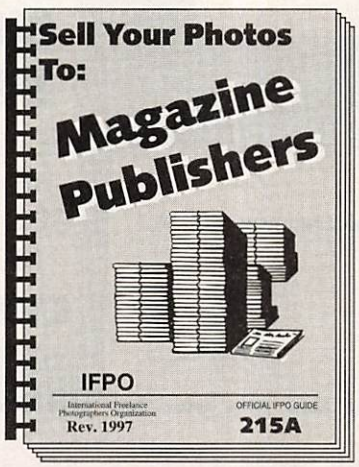
#212A, $19.95

#212A contains complete listings of three major photography markets of firms and organizations that buy photographs from freelance photographers: (1) 131 Stock Photo-graphy Agencies with helpful tips and sample query letter to get your foot in the door; (2) 578 Magazine publishers that buy photos for their publications every issue, with tips and a sample query letter; (3) 752 Book publishers complete with contact guidelines and a sample query letter.



#214A, $19.95

752 book publishers of all types PLUS 24 calendar publishers, 10 postcard publishers, 32 greeting card publishers and 19 poster and art print publishers. 100% of listings are USA. Sample query letter you can use to contact these publishers is included.



#215A, $19.95

578 USA consumer magazine publishers that buy photos in every category including health, sports, adult, art, antiques, autos, boating, business, children's, consumer electronics, cooking, entertainment, fishing, hunting, hobbies, crafts,home and garden, mechanics, science, men's, motorcycles, music, news, occult, parenting, pets, photography, religious, senior citizens, travel, aviation. Sample query letter you can use to contact these magazines is included.

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2202A.....PocketGuide to Photographer's Rights

8 1/2" X 5 1/2" book. Whether shooting portraits, weddings, press photos, or travel shots, you and your photos have rights that need protection. Learn the ins and outs of copyrighting your photos, how to protect the first-time rights of your photos, one-time rights, and exclusive rights. Learn how your rights are affected by "works for hire," ownership, and commissions. Learn to negotiate your rights and how contracts and releases can be of valuable assistance. 40 pages.

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2204A.....PocketGuide to Photo Contests

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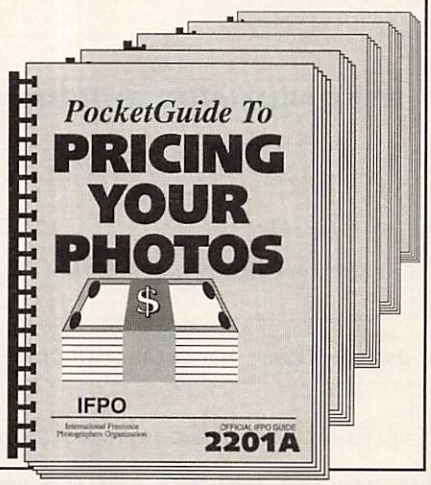

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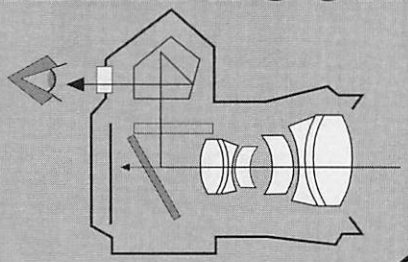

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Use these easy to follow diagrams to shoot portrait, glamour or any kind of photography with professional results. These diagrams use lighting elements that you can find around your own home including windowlight, natural sunlight, easy to make reflectors, and flash.

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- **21 diagrams** illustrate special arrangements for glamour and portrait that you can do around your own home.

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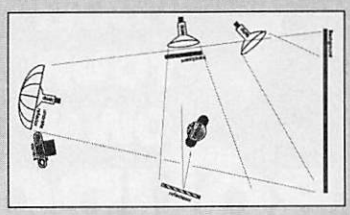

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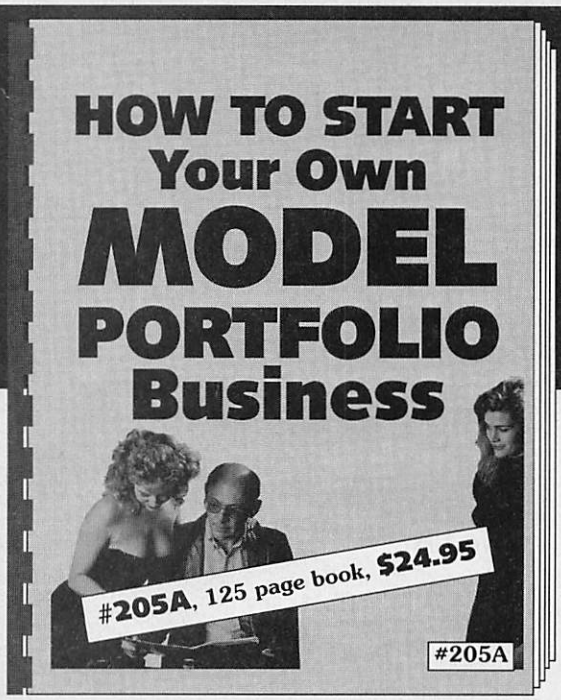
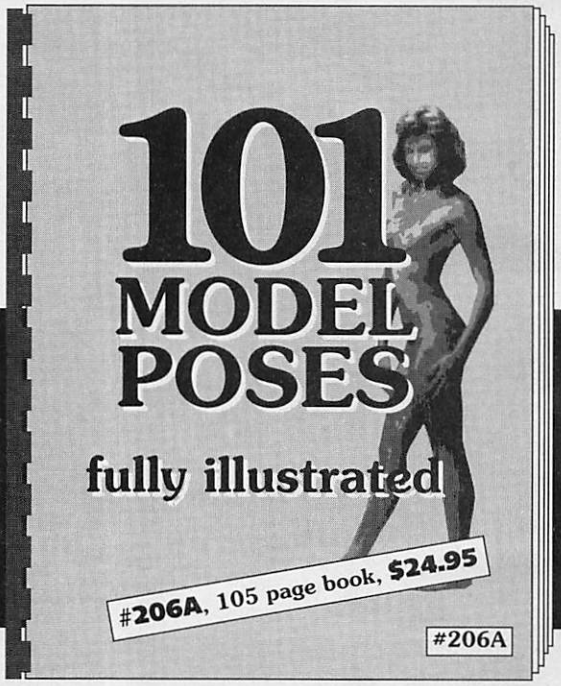


For Photographers who are starting or expanding a model portfolio business, a step-by-step guide to get you started immediately in your home or studio with equipment you presently own. You can make $100-$800 easily the very first month shooting model portfolios for professional or amateur models. Learn how and why models will pay you to shoot them. You will find ways to meet beautiful - prospective models.

You will learn to shoot figure portfolios plus backgrounds and unusual ways to get the model to interact with a background. Learn 35 shooting locations that are available to anyone. Find proven methods to gain the model's confidence. You will learn the secrets and value of interviewing your model to planning an exciting portfolio with her.

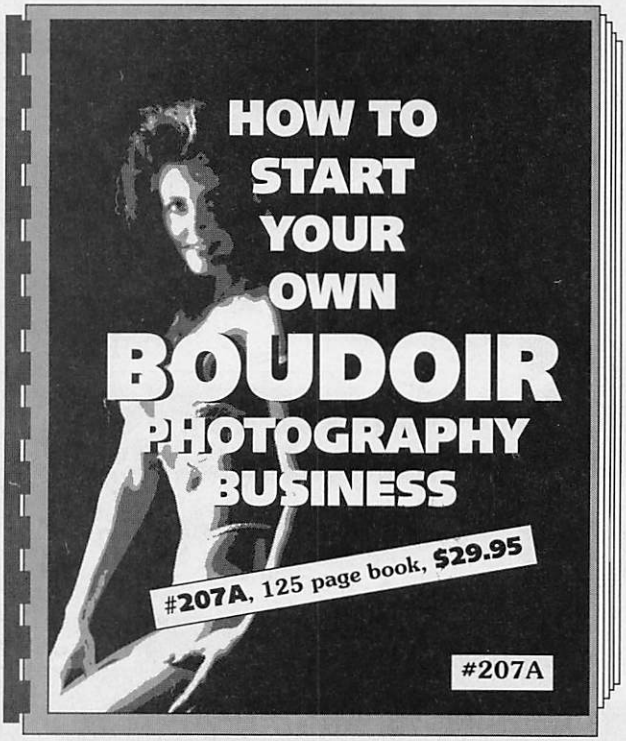
Pricing guides are accompanied by five complete sample Portfolio Packages. Tips for equipment, lighting, props and tips plus checklists, invoice and interview forms, business forms/contracts for all your needs, stunning sample composite and when to use it.



Complete range of poses including sitting, kneeling, standing and walking. You and your model can execute every one of these poses without a single prop or piece of furniture. The poses can be performed in any setting including home, studio or location. The poses are suitable for all types of photography: glamour, fashion, advertising and figure. The poses have been specially compiled to assist a photographer and model in creating a model portfolio. Use this guide to instruct your model while you shoot, use it to teach posing to the model or to conduct a workshop for several models.

SAVE TIME: A model can study and practice these poses on her own using a mirror, then execute them for you during the shooting session.

59 standing and "walking" poses, 32 kneeling poses and 10 sitting poses are fully illustrated.



How To Start Your Own
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is a book for photographers who want to CASH IN on the booming boudoir and intimate portraiture business. Photographers can start a profitable sideline income or expand their current photography income with boudoir photography by using the techniques and ideas in this manual.

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Everything you need to get started FAST in this exciting and rewarding field of photography is included in an easy to follow 9-part ready to use Start-up Kit. You get proven marketing ideas, pricing guidelines, checklists, interview forms, business forms, lighting and setting arrangements.

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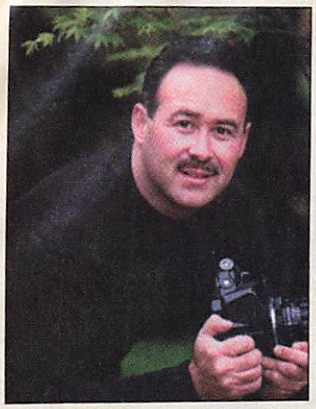
Persistence Pays Off

By Luis F. Garcia, IFPO 04903, Sunnyvale, CA

Persistence paved the way to a paid photo expedition to China for me. I was first chosen among 400 applicants as one of 10 photographers to photograph China in 1997. The sponsor delayed the trip twice, then cancelled.



A social worker by profession, I persisted until I was finally funded by my employer, Sunnyvale Community Services and set off to China for four weeks.

Fifty-seven (57) photos from the trip have been published by the Community Services Group in a date book titled *China: Portraits of a Timeless Land*. Proceeds benefit Sunnyvale Community Services. My persistence will help pay for much needed services locally.

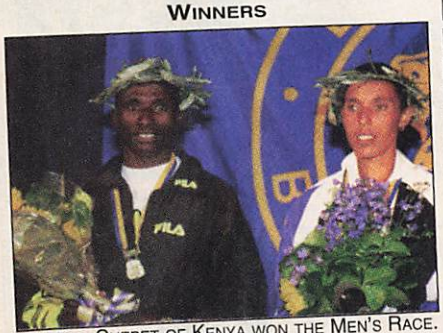
I am accredited with American Image Press and named in *Who's Who in Photography*. I have covered assignments in Romania, Israel, and Italy. Ω

Boston 's Last Marathon of the Century

By John Allen IFPO 48412, Belmont, MA

My IFPO press credentials and internet assignment verification allowed me to cover The 103rd running of the Boston Marathon. More than one million spectators lined the streets as 12,700 runners from throughout the world competed in the last Boston Marathon of the century. Ω

Winners



Joseph Chebet of Kenya won the Men's Race. Fatuma Roba of Ethiopia won her third straight victory in the Women's Event.

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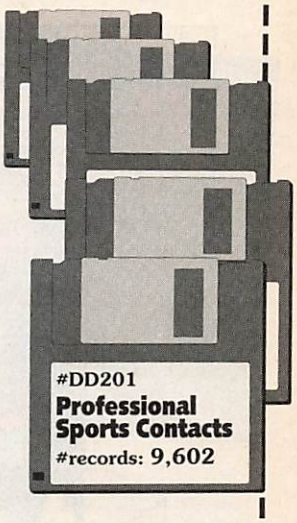

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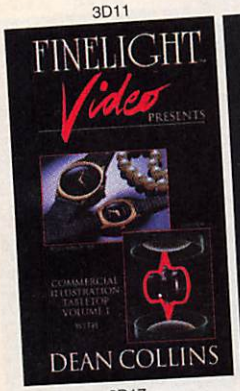

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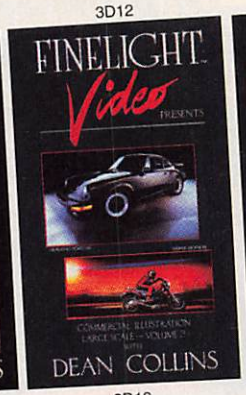

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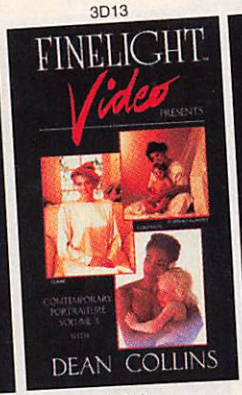

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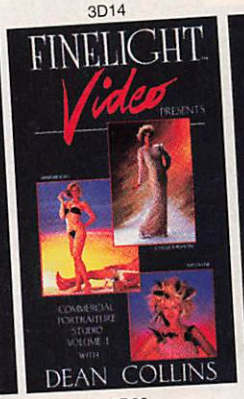

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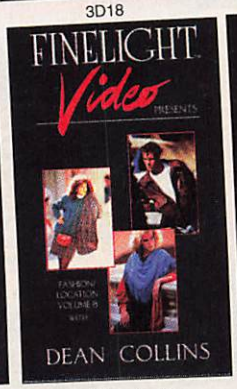

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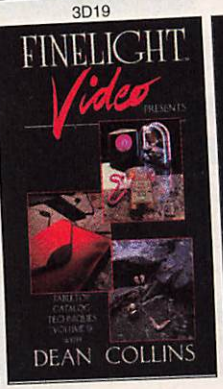

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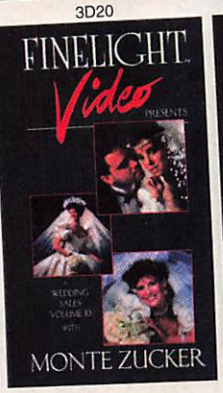

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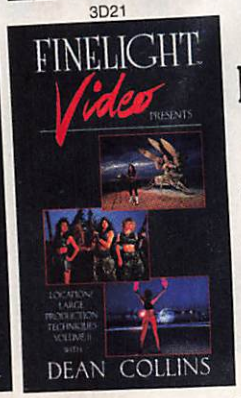

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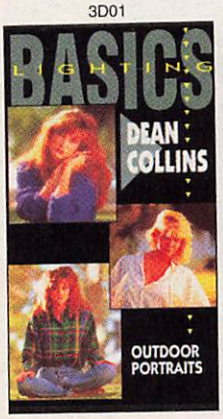

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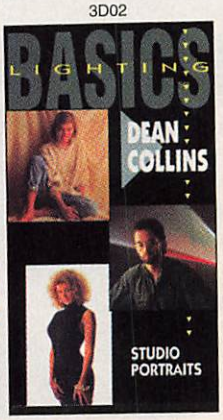

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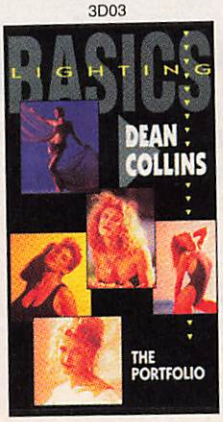

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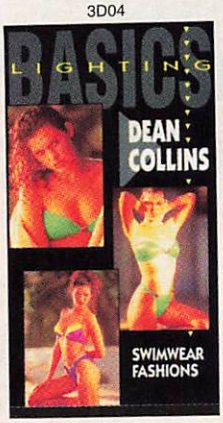

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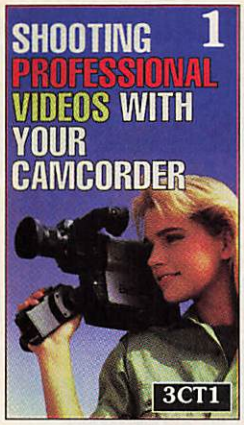
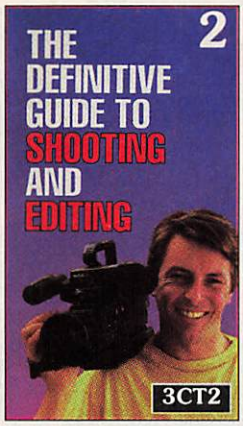
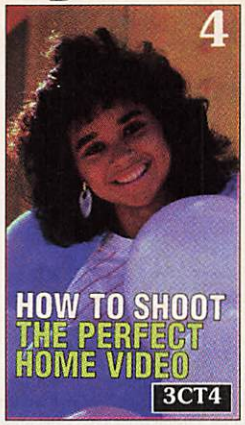
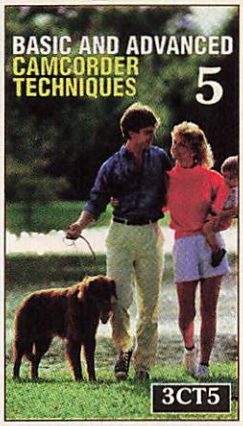








The CAMCORDER INSTRUCTIONAL Video Series

3CT1 - Shooting Professional Videos With Your Camcorder. Video formats, Planning your shoot, Framing your shots, Using the zoom, Creating various mood effects, Sound, Lighting, Accessories, Video techniques. 50 min. VHS.

3CT2 - The Definitive Guide To Shooting And Editing. Principals of editing, Editing formats, Equipment, Studio environment, Insert and assemble editing, Post production, Audio mixers and captions, Maintenance/hints and tips. 50 min. VHS.

3CT3 - Complete Guide To Filming A Wedding. Preparation •Gaining Permission, Interviews with experts, Keeping ahead of the action, Common mistakes, Editing in camera, Sound, The big day. 50 min. VHS.

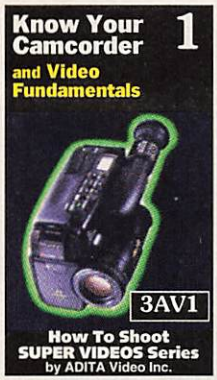
3CT4 - How To Shoot The Perfect Home Video. Weddings, Parties, Family events, Days out, Concerts, Christmas, Hints and tips, Titles. 50 min. VHS.

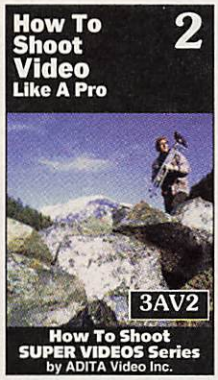
3CT5 - Camcorder Techniques. Composition, Angles, Focal Length, Aperture, Zooms, Pans, Crossing the line, Editing practice, Equipment, Microphones, Lighting and filters, Titles. 50 min. VHS.

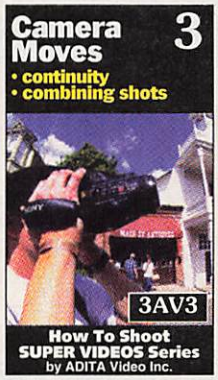
$39.95 each or

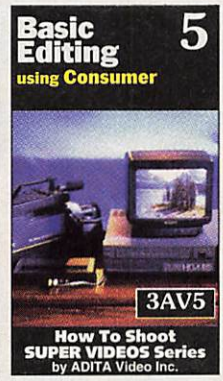
All 5 (3CTX) - $179.95

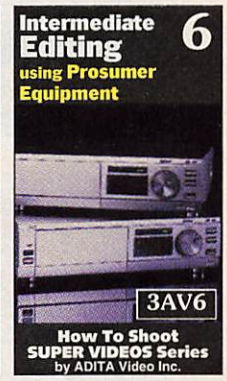
5 tape bundle (3CT1 - 3CT5)











How To Shoot SUPER VIDEOS

series by ADITA Video Inc.

#3AVX - $239.95, 7 Vol. Bundle

11.5 Hrs. VHS

#3AV1 - $39.95

Know Your Camcorder and Video Fundamentals

Learn all camcorder features and how to use them effectively. How to make correct buying decisions based on formats and features. Learn video fundamentals including selecting and care of tapes, battery use and maintenance. How to choose a tripod and more. 90 min. VHS.

#3AV2 - $39.95

How To Shoot Video Like A Pro

Use photo concepts the way the pros do to make super videos. Learn visual basics, focusing tips, and proper composition. Discover how shutter speed and depth of field principals impact on your videomaking. **BONUS:** How to transfer your own home movies, slides and photographs to videotape. 90 min. VHS.

#3AV3 - $39.95

Camera Moves Continuity and Combining Shots

Learn how to add variety and interest to your videos by making smooth, proper camera moves including pans, tilts, dollying and zooming. How, When and Why you should zoom. **PLUS** "In-Camera" Editing Techniques and Shooting To Edit. 120 min. VHS.

#3AV4 - $39.95

Lighting and Sound Techniques

Get great lighting with minimal equipment. Discover how to use the 4 qualities of light; 5 ways to overcome dreaded backlighting problems; Filters add a new dimension. Recording Sound: Why the microphone on your camcorder often gives disappointing results. Inexpensive AlternativeS. Audio dubbing and mixing. 90 min. VHS.

#3AV5 - $39.95

Basic Editing With Consumer Gear

Learn: Basic equipment hook-ups to start editing with equipment you already own; Proper connections to do simple assemble editing using the "pause" method; Minimize a loss in quality when editing tapes; Develop a sense of timing and pacing when editing. 90 min. VHS.

#3AV6 - $39.95

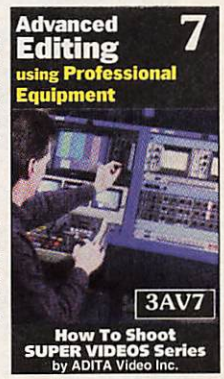
Intermediate Editing-Prosumer Gear

Learn what equipment is required to achieve accurate and "clean" looking edits. Learn about "jog/shuttle" VCRs and edit controllers. Discover "Insert Editing" – the way to add new sound tracks to your videos. On screen graphics and samples illustrate techniques. 90 min. VHS.

#3AV7 - $39.95

Advanced Editing -Professional Gear

Come on a tour of ADITA Video's studio and learn professional editing techniques. Features and benefits of using professional editing equipment. **PLUS:** Inside tips on running a video business, setting rates, marketing, and important money making ideas are revealed. 120 min. VHS.



$39.95 each

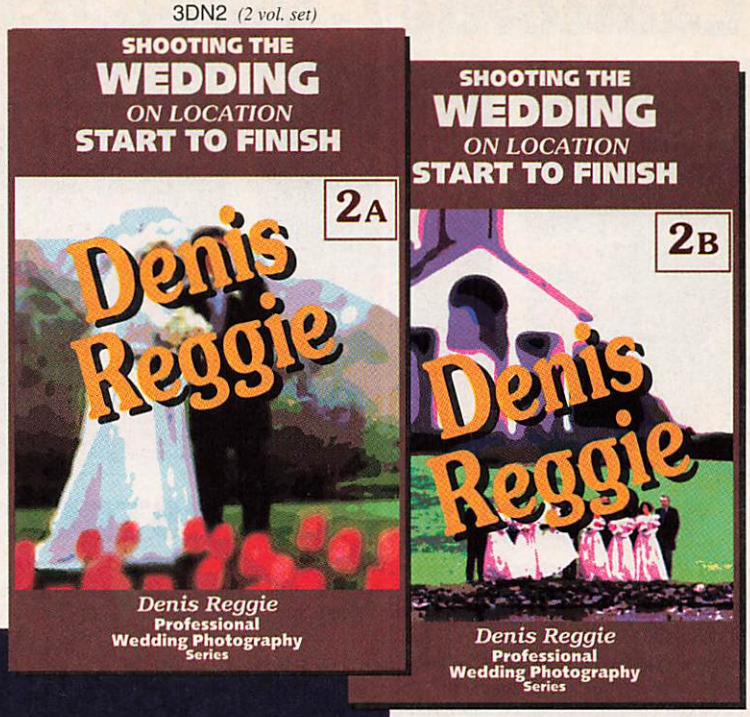
BUY!
IFPO recommends this product to its members!

Denis Reggie

#3DN2 *(2 vol. set)* **$149.95**

The first volume demonstrates pre-ceremony, ceremony and reception coverage and also features scores of actual Reggie images from numerous weddings. Discussions cover his approach and attitude, equipment, techniques, even hints on which moments to look for at the wedding. In the second volume, follow step-by step as Denis Reggie shows you how he shoots an entire wedding day. 1 1/2 hours VHS (2 Tape Set).

3DN2 *(2 vol. set)*



Denis Reggie

Denis Reggie's client list reads like Who's Who: Jacqueline Kennedy Onasis, James Taylor, Arnold Schwartzeneger, Ted Kennedy, Pete Rozelle, Leeza Gibbons (to name a few). His Wedding Photography secrets have been sought out by The New York Times, Life magazine, Glamour, USA Today, Bride's, and P.M. Magazine. Denis Reggie calls it his "wedding photojournalism" style. We call it the definitive series for learning contemporary wedding photography whether you are a working pro or an aspiring amateur.

Wedding Photojournalism Series

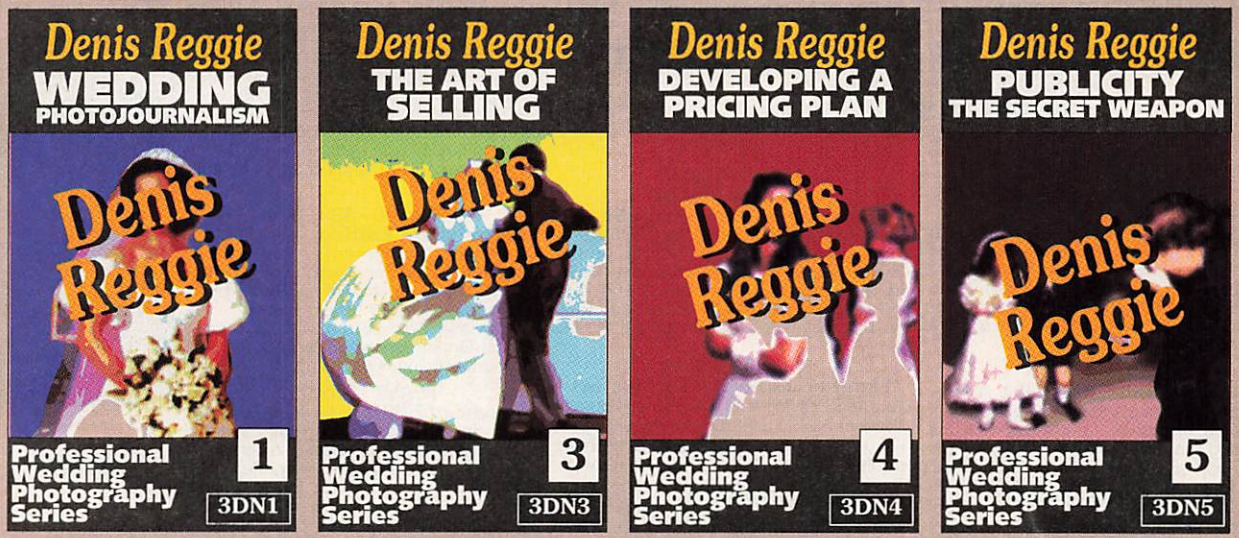
$79.95 each or
#3DNX - $299.95
4 Vol. Bundle (#3DN1,3,4,5)

#3DN1 Wedding Photojournalism
This straight forward lesson is ideal for those seeking a development in their personal photography style toward a more sensitive, lucrative and enjoyable approach. 40 min. VHS.

#3DN3 The Art of Selling
The Reggie winning sales presentation, what to say, how to set-up the perfect meeting. 55 min. VHS.

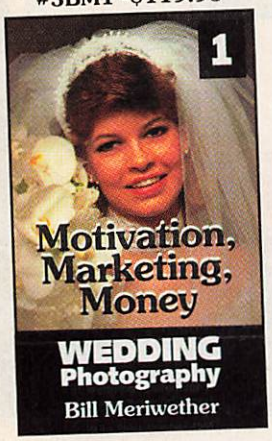
#3DN4 Developing a Pricing Plan
Pricing principles revealed! Save years of trial and error by learning pricing secrets. 45 min. VHS

#3DN5 Publicity: The Secret Weapon
Denis Reggie divulges his techniques and suggestions you can use right away! 50 min. VHS.



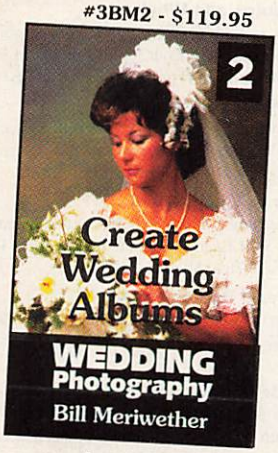
Wedding
Photography with Bill Meriwether

#3BM1 -$119.95



Motivation- Marketing- Money: Bill Meriwether shares his marketing skills and efficient methods for operating a wedding photography business. Everything you need to know from the first contact to the delivery of the wedding album; included: equipment, lab processing and a numbering system for albums. 60 min. VHS.

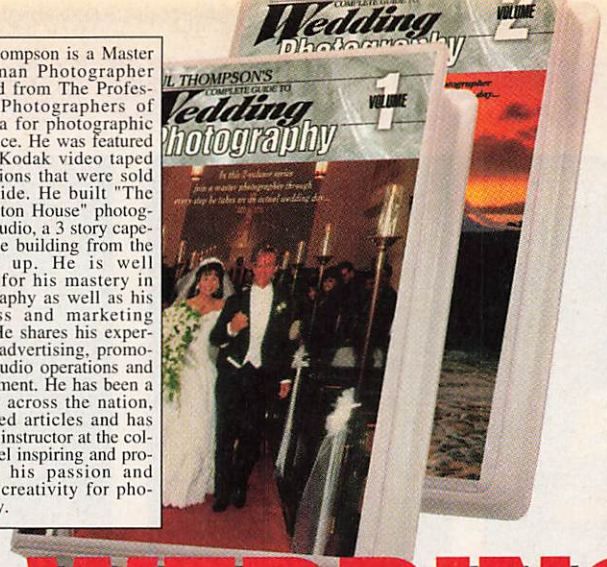
#3BM2 - $119.95



Create Wedding Albums: Through attention, interest, desire, and action Bill Meriwether creates exquisite wedding albums. He shares his ideas on using special effects in wedding photography, marketing, contracts and selling techniques.. 78 min. VHS

#3BMX - $199.95
(2 Volume Bundle VHS)

Paul Thompson is a Master Craftsman Photographer awarded from The Professional Photographers of America for photographic excellence. He was featured in two Kodak video taped productions that were sold worldwide. He built "The Huntington House" photography studio, a 3 story capecod style building from the ground up. He is well known for his mastery in photography as well as his business and marketing skills. He shares his expertise on advertising, promotions, studio operations and management. He has been a speaker across the nation, published articles and has been an instructor at the college level inspiring and promoting his passion and artistic creativity for photography.



This new video series is packed with 20 years of practical experience, knowledge, skills and tips. Paul uses a real wedding as well as studio demonstrations to illustrate methods he has learned and developed while becoming one of the nation's most successful wedding photographers.

WEDDING Photography

#380B - $139.95
(2 vol. set VHS)

BUY! IFPO recommends this product to its members!

Vol. 1 (55 Min.) Includes:
- An actual wedding being photographed
- How to achieve quality lighting on location
- Posing the bride and groom at the wedding
- How to pose small and large family groups
- Ceremony photographs that must be taken
- Studio lighting and posing demonstrations
- Tips on how to operate a studio successfully

Vol. 2 (45 Min.) Includes:
- An actual reception being photographed
- How to photograph cake cutting and groups
- Outdoor romantics with the bride and groom
- Studio portrait session with bride and groom
- Complete equipment guide for weddings
- Recommendations for forms and contracts

FREE BONUS with your order

(WHILE SUPPLIES LAST)
- Detailed list of "must poses" that will make every wedding day complete.
- Sample "agenda card" to carry with you, and make your day run smoother.
- Copy of Paul's actual "wedding contract" that every bride completes.
- "Schedule" to help plan the wedding day's photographs with the bride.

David Smith **Wedding Series**

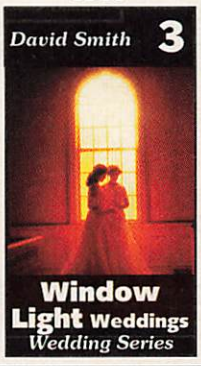
A professional photographer since 1971, David Smith Achieved the Master of Photography and Photographic Craftsman Degrees by 1979. His photographs are displayed nationwide including the Kodak pavilion at Epcot Center. Kodak's wedding photography brochure primarily uses David Smith's photos.

$99.95 each or
#3DSX - $449.95
(5 volume bundle VHS)

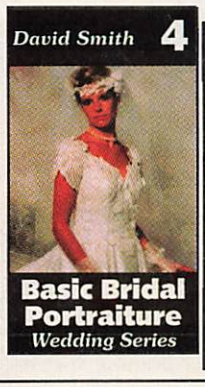
3DS1

3DS2

3DS3



3DS4



3DS5

1 Lighting and Posing Ideas
David Smith poses male & female subjects using his delicate, sensitive lighting patterns, lighting ratios and exposure. 49 min. VHS.

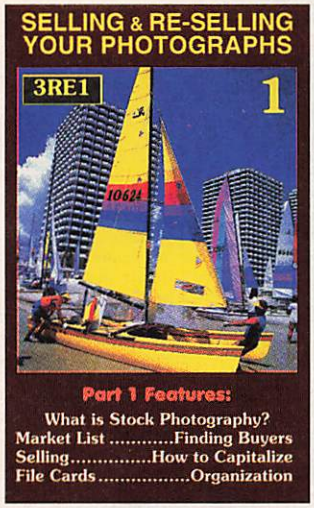
2 Working With Kids
Babies, children and mothers-to-be are demonstrated in beautiful poses in high key, low key and window light portraiture. 70 min. VHS.

3 Window Light Weddings
David Smith demonstrates his methods in achieving his portraits with soft focus, vignetting, and maintaining the lighting ratio. 48 min. VHS.

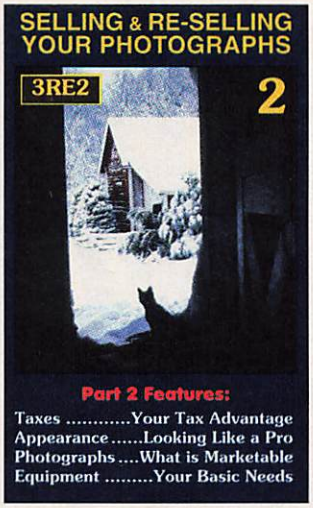
4 Basic Bridal Portraiture
Exquisite bridal portraits with lighting, props, high & low key and backgrounds. Body placement and weight distribution posing secrets. 55 min. VHS.

5 Romantic Moments
A couple goes on location to show you how to use available light, trees, fences and lakes. Covers the use of reflectors for fill light.. 45 min VHS.

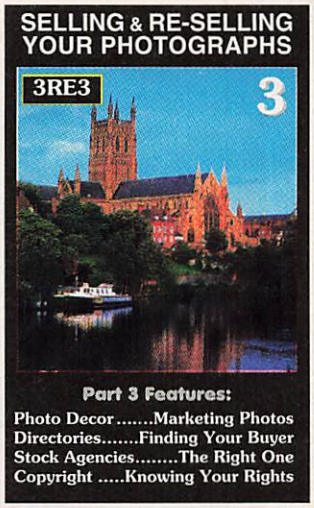
HOW TO SELL PHOTOS YOU ALREADY HAVE



Part 1 Features:
What is Stock Photography?
Market List .....Finding Buyers
Selling.....How to Capitalize
File Cards.....Organization

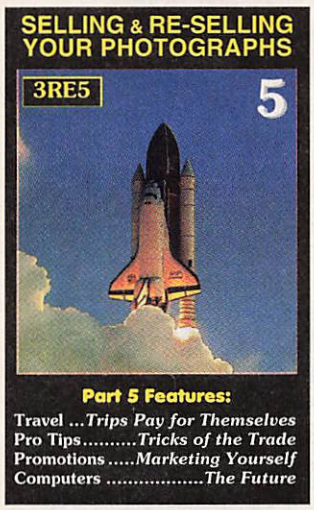


Part 2 Features:
Taxes .....Your Tax Advantage
Appearance.....Looking Like a Pro
Photographs....What is Marketable
Equipment .....Your Basic Needs



Part 3 Features:
Photo Decor.....Marketing Photos
Directories.....Finding Your Buyer
Stock Agencies.....The Right One
Copyright .....Knowing Your Rights

Part 4 Features:
Pricing.....*Market Value*
Business.....*The Correct Approach*
Packaging .....*Presentation Sells*
Getting Started ...*The Road to Suc-*



Part 5 Features:
Travel ...*Trips Pay for Themselves*
Pro Tips.....*Tricks of the Trade*
Promotions.....*Marketing Yourself*
Computers .....*The Future*

by photographer
Rohn Engh

$29.95 each or

#3REX (ALL 5) - **$129.95**
5 tape bundle (3RE1 - 3RE5)

You Will Learn:
- **Who Buys Photos**
- **Which Photos Sell**
- **Shortcuts to Start**
- **How to Price**
- **Trade Secrets**

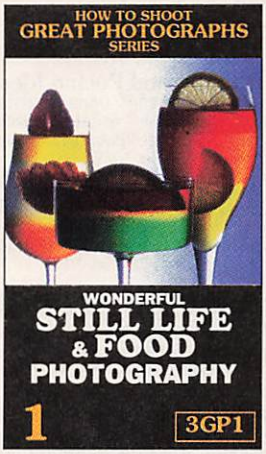
#3RE1 Who Buys Photos and Why!
Finding Photo Buyers is EASY! Why Stock Photography is HOT! Why Photo Buyers Come to You! How Your Photo Files Turn Pictures to CASH! How to Squeeze Even More Cash From Your Expenses! 50 min. VHS.

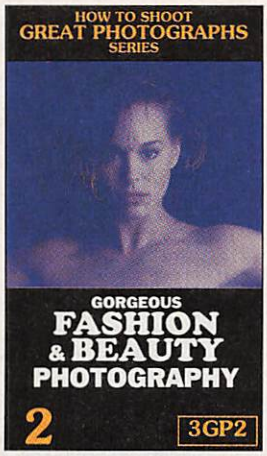
#3RE2 Top Money Making Secrets!
Learn Which Photos You Have Already Taken Will Sell and Over and Over again! Learn The EASY Steps to Look Like a PRO! Learn the Basic Equipment You Need for Success! 50 min. VHS.

3RE3 Best Shortcuts to Quick Cash!
Learn Which Photo Agencies Want YOUR Pictures! Learn How to Make Even Ordinary Photos Sell! Learn Shortcuts to Big Sales Using Directories! Quick and Easy Copyright Tips! 50 min. VHS.

#3RE4 Pro Start-up and Pricing Guide!
Easy Steps to Get Started With What You Now Have! Learn the "CA" (Correct Approach System)! Learn The Inside Secrets of Pricing and Packaging! 50 min. VHS.

#3RE5 Winning Trade Secrets and Tips!
Learn the Trade Secrets that Insiders Took Years to Learn! Learn How Vacations Can be FREE From Now On! Marketing Yourself! Learn Future Trends That Will Jump You Ahead of the Pack! 50 min. VHS.

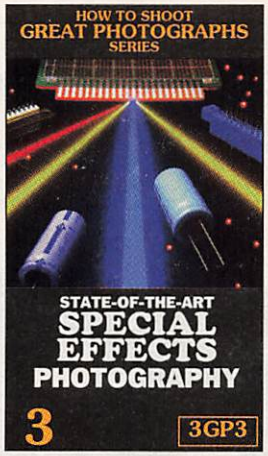




Great Photographs
MADE EASY
Series

$59.95 each or

#3GPX (3 vol. set) - **$179.95**
3 tape bundle (3GP1 - 3GP5)



#3GP1 - WONDERFUL STILL LIFE & FOOD PHOTOGRAPHY
With Allen Vogel. "Photos of food should be enticing and have appetite appeal." You will see how to select and prepare foods and beverages. Learn how to work with a food stylist and what to do if none are in your area. This video also shows you how to light, compose and shoot still life products. Allen Vogel has worked with ad agencies and corporations, including Chrysler, Coca-Cola, General Foods, Max Factor and Pepsi Cola. He has conducted seminars at Parson's School of Design. 60 min. VHS.

#3GP2 - GORGEOUS FASHION & BEAUTY PHOTOGRAPHY
With Dennis Kitchen. "The most glamorous area in photography includes casting models, make-up and hair. It shows the easy way to build and light a set. It explains the aesthetics and logistics needed for a successful location shoot, and the subtleties that create fantastic beauty close-ups." Dennis Kitchen is one of the hottest photographers in NYC. This award winning pro's clients include American Express, AT&T, British Air, DuPont, ELLE Magazine, and General Foods. 60 min. VHS.

#3GP3 - State-of-the-Art SPECIAL EFFECTS PHOTOGRAPHY
With Charles Wieshahn. 'How was that done?' This video shows you how to create special effects on the set, in the camera and in the darkroom. It covers multiple exposures, strobe effects, glows, blurs, floating objects and other effects, all without expensive or complicated equipment." Charles Wiesehahn has created his magic for Chivas Regal, General Electric, IBM, Mobil, Pan Am, Sony, TWA, Volkswagen, Volvo, Xerox and others. 60 min. VHS.

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Professional Photography Techniques

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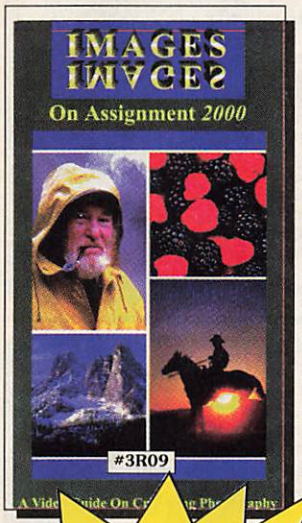
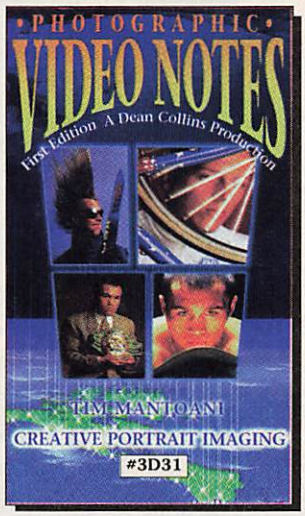


FINALLY!
A home video that tells you how to
CRITIQUE
your own photos.

Learn what makes some images successful and others not successful! NEW from famous photographer and educator Brian Ratty and Media West Home Video! 60 minutes.

#3R09 - $39.95

BUY!
IFPO recommends these 3 new videos to its members!

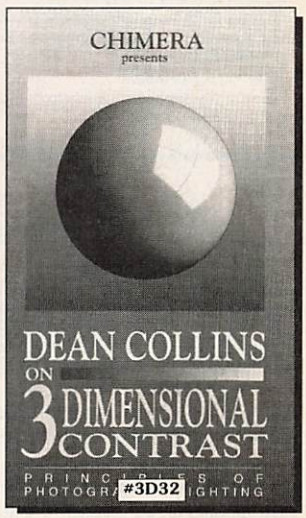


Sports Photographer Tim Mantoani in association with Dean Collins shows you how a professional shoots sports figures! 45 min. VHS.

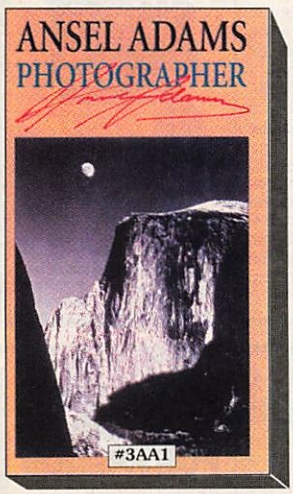
#3D31 - $39.95

Learn the principles of photographic light through detailed diagrams and stunning imagery! Dean Collins. 45 min.VHS.

#3D32 - $39.95



NEW NEW NEW NEW NEW



#3AA1 - $39.95

This video captures the spirit of the man as he talks about his life and demonstrates the equipment, shooting methods and darkroom techniques which have made him famous. 60 min.

#3AW1 - $39.95

ON LOCATION with Art Wolfe documents Art's unique approach to locating and photographing a variety of wildlife and scenic landscapes, as he travels through Alaska's wilderness.

From selecting the appropriate lens to framing an intimate wildlife portrait to handling low-light macro photography, you'll have the opportunity to experience Art's masterful insight and broadbased expertise ... as he travels ON LOCATION.. 50 min. VHS.

#3TF1 - $29.95

This video hows how filters soften harsh shadows, make people look better and create exciting images and moods from ordinary subjects and settings. Many important filter types are introduced including fog, contrast, haze, star, polarizing and color filters. Also learn how to choose the proper filter grade. 30 min. VHS.

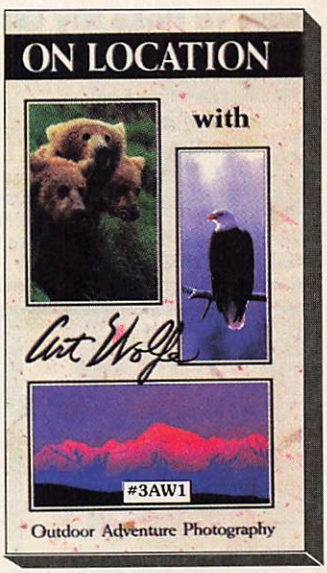


FIGURE NUDE PHOTOGRAPHY SERIES

These videos help beginning models get started in nude and figure glamour modeling and help photographers and videographers sharpen their ability to work with nude models. These videos are loaded with example shoots that you can do yourself. 60 min. per video, VHS & contain **unrated nudity**. Hugh Frazier, Frazier Photography.

$39.95 each or

#3F0X - $199.95

7 Vol. Bundle (#3F01-3F07)

these videos contain Unrated Nudity

#3F01 - PHOTOGRAPHING GLAMOUR MODELS
#3F02 - BEST OF FRAZIER PHOTOGRAPHY
#3F03 - PHOTO FANTASIES
#3F04 - PHOTO SESSIONS VOLUME 1
#3F05 - PHOTO SESSIONS VOLUME 2
#3F06 - BY POPULAR DEMAND
#3F07 - FRAZIER'S FAVORITES
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INSIDE GLAMOUR PHOTO SESSIONS

NOW you can take a front row seat in the photo studio of glamour and figure photographer Hugh Frazier Jr. as he photograph's 12 beautiful figure models.

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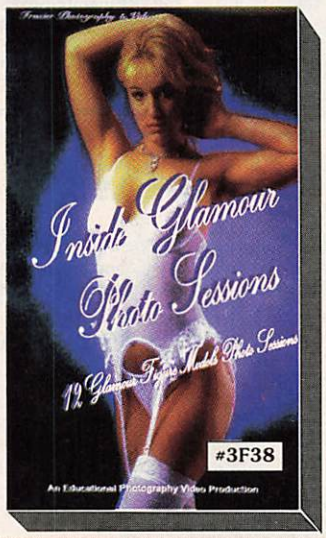
If you want to see what really happens in a figure studio, this video is for you. 60 min VHS, contains unrated nudity.



LIGHTING FIGURE MODELS PHOTOGRAPHY SERIES

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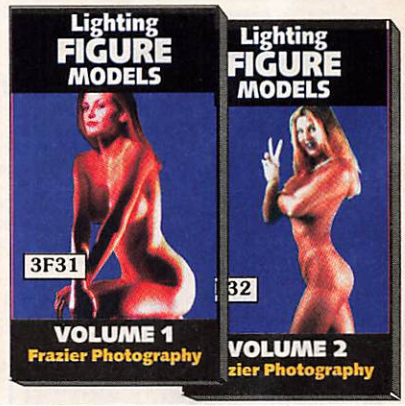
An Educational Photography Production featuring 15 Beautiful California Models contains unrated nudity. Learn: •Single light sources •Multiple light sources •Light readings •Preventing lens flare •Special effects. Some areas discussed are: 3 point lighting system, film latitude, exposure values, hard vs. soft light, high key vs. low key lighting, color, B&W. Each tape approx. 60 min. VHS. contain unrated nudity



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These videos are designed to help photographers work with amateur nude models and help amateur models break into nude modeling. All titles are approximately 1 hour long and contain **unrated nudity**.

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1 Basics of AMATEUR FIGURE SHOOTS
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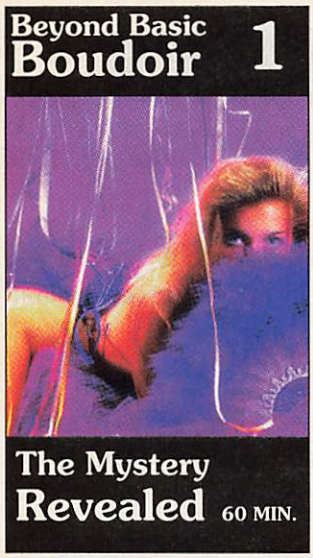
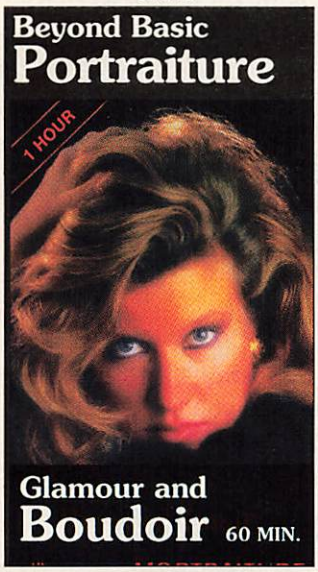


3RH2

3RH3

3RH4

3RH5



Beyond Basic Boudoir

Contains Unrated Nudity

The nationally known award-winning team, Robert and Sheila Hurth, take you on a fascinating and visual journey into an area which lies between simple boudoir and nude photo studies: "Beyond Basic Boudoir" and "Beyond Basic Portraiture".

These videos show you in explicit detail how each shot was made. See how you can pose your model to get the effect you and she will love. You will learn dramatic lighting setups and actually see what effect they have on a model. You will be able to use the set designs presented in these videos to add excitement to your photos.

3RH5 - $49.95, Beyond Basic Portraiture

The creators of the famous "Beyond Basic Boudoir" series reveals their best tips for shooting glamour portraits: Secrets of in-studio, on-location, lighting set-ups, exposures, filters, posing, costumes, and much more. Explore in-depth lighting selection, lighting placement and effective lighting. Step by step procedures make it easy to learn for fun or profit. 60 min. *Contains Unrated Nudity.*

3RHX - $189.95 Bundle

(3RH1 -3RH4) 4 Vol. Set, 4 Hours

3RH1 - $49.95, The Mystery Revealed!
Enter the sensual world of BOUDOIR PHOTOGRAPHY through this electrifying, provocative and highly informative video. Transform most any woman into a beautiful centerfold. 60 min.

3RH2 - $49.95, The Art Of Illusion
This volume depicts both studio and location scenarios. This Volume is not just a sequel to Volume I but a uniquely different approach to Advanced Boudoir Photography. 60 min.

3RH3 - $49.95, The mystery Of lighting
Demonstrates studio and portable lighting, indoor and outdoor settings. Posing, sets and diagrams are shown, and emphasizes lighting and teaches you how your images can be more dramatic through the selective and use of lighting. 60 min.

3RH4 - $49.95, The Simplistic to the Bizzare
Walk through step-by-step simple and elaborate settings. Learn to take the average woman, and through the art of posing, styling, and lighting, photographically present her in a wonderfully exciting and alluring manner. All in exquisitely good taste. Add variety to your boudoir imagery with this video. 60 min.

#3CH1 - $39.95
Boudoir Photography Made Easy!
Soft and sensuous or hot and sultry...learn the secrets of capturing the most alluring, provocative side of any woman. Includes tips on:• Equipment • Lighting Techniques • Flattering Poses and Costumes • Inexpensive Sets. 60 min VHS.

#3CH2 - $39.95
Glamour Photography Country Style
Take an exciting adventure into the world of glamour photography ON LOCATION. Lovely young women in a variety of natural and rustic settings help illustrate the simple techniques you can use to stimulate and enhance your business. Topics include: • Fill Flash & Reflector Fill • Dramatic & Corrective Posing • Location Shooting • Natural Lighting. 60 min VHS.

#3CH3 - $39.95
Boudoir Photography Shadows & Reflections
Intimate portraiture of women is IN DEMAND! This video shows you how to create sensitive, provocative images that will be cherished for a lifetime. Valuable companion to "Volume 1." this video explores: • Posing • Set Design • Dramatic Lighting. 60 min VHS.

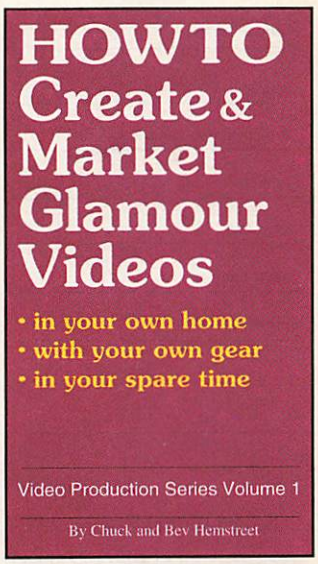
#3CHX - $99.95 - 3 Volume Set, 3 Hours

#3CH1

#3CH8 - $39.95

Glamour videos are a brand new market that's primed and waiting to be tapped. The concept is an exciting and profitable new art form made popular by the TV show Star Search and its swimsuit videos. This video will show you how to produce exciting glamour videos that will dazzle and delight you customers. Learn a Twelve Point Marketing Plan that will assure your success. This video will show you how to make the transition into video. Topics covered are: •Working With the Client •Video Lighting for Maximum Impact •Animating Standard Poses •5 Important Editing Tips •Simple Set Designs. 45 min. VHS.

#3CH8


HOW TO
Create & Market
Glamour Videos
• in your own home
• with your own gear
• in your spare time
Video Production Series Volume 1
By Chuck and Bev Hemstreet

IFPO MEMBERSHIP NOTICE

Aug. 5, 1999

Your Membership I.D. May become Obsolete!

Your IFPO Membership should be UPGRADED in order to gain the improved credibility and effectiveness that Internet Membership Verification brings to your Lifetime IFPO Membership.

Here's Why:

Officials who need to verify your membership status are quickly accepting the convenience of INSTANT VERIFICATION via the internet. Many are REQUIRING this capability NOW. These Officials include Clients, Law Enforcement, Customs, Government, Education, Sports, Entertainment and others.

How Membership Verification Works

New IFPO Membership Credentials Upgrade (#700A-DEC) come printed with a unique VERIFICATION CODE. In seconds, Officials can confirm membership status when they enter your code on our Membership Verification Internet Site. Your Membership is instantly verified 24 hours a day, 7 days a week from any where in the world!

What You Get:

#700A Upgrade MEMBERSHIP KIT	REG.PRICE	SPECIAL
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PLUS SHIPPING/HANDLING	~~$9.00~~	$7.00
TOTAL For Upgrade Kit #700A-DEC	~~$117.00~~	**$36.00**

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Your current Lifetime Membership I.D. Card is still valid and your subscription to Today's Photographer will continue. We will ATTEMPT to bring each member the best possible IFPO benefits. If you DO NOT upgrade, however, we cannot GUARANTEE the results in the future that you have experienced in the past, in this rapidly changing environment.

OFFER ENDS at Midnight, Friday, Dec. 31, 1999

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At Last! Credentials for your -studio -home -on-location -ANY business

New CUSTOM CREDENTIALS program created to fill long-requested need by members. It's easy. Go straight to the order form on the right or read the Q & A below for suggestions.

Who needs custom business credentials?

- Anyone who may be employed to come in contact with the public, but is not furnished identification by the employer.
- Studios who employ several photographers with a range of specialties, John Brown, Chief News Photographer; Dave Day, Wedding Specialist etc.
- Anyone starting a business needs to establish a professional environment to build the confidence of clients.

When and where are custom credentials used?

- Anytime photographers are working with clients or in the public eye, your credentials will make a difference.
- Sports or News photographers who may be stringers for small newspapers or publications will find that credentials make a difference on the field.
- The Weekend Wedding Photographer needs to be recognized when he arrives at the rehearsal or church with his camera equipment. Properly identified by name and the name of his business adds just the right touch of professionalism and credibility ... not to mention the advertising benefit.
- Associates or Assistants need proper identification displaying the name of their business and their title. Example: Weekend Weddings Inc., Arnold Smith, Associate Photographer.
- Your helpers who are not carrying cameras! Artists, writers who may not otherwise be recognized in their official role.

Does it have to be a photography business?

No. Many IFPO have multiple careers, interests and outlets for thier talents. Any IFPO member may apply for Customized Business Credentials for companies such as computer design, auto service, landscaping or other. Example: George's Auto Repair, George Fix, Chief Service Analyist

What if I'm just getting started?

Business Credentials may be your most important investment. A professional appearance builds confidence with the public or clients. Selecting a business name with "bite" and publicizing it continuously is very important. For example The Portrait Studio conveys a general message. PORTRAITS Head to Toe communicates a much stronger message about a Portrait Studio that offers a broad range of services. Customized Business Credentials advertise your business for FREE. Ω

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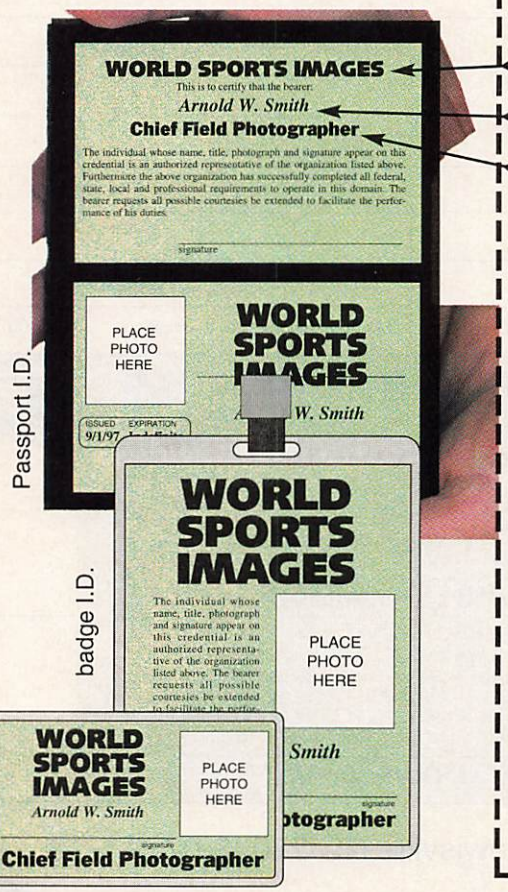
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This is to certify that the bearer:
Arnold W. Smith
Chief Field Photographer
The individual whose name, title, photograph and signature appear on this credential is an authorized representative of the organization listed above. Furthermore the above organization has successfully completed all federal, state, local and professional requirements to operate in this domain. The bearer requests all possible courtesies be extended to facilitate the performance of his duties.
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CUSTOM CREDENTIALS are only available to IFPO members. If you are not currently a member, you may include your membership with this application. Membership dues information is on page 17.

Custom Information

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SPECIALTY or TITLE Field: _____

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5 Digit IFPO Member Number: (or include membership dues, see page 17) _____

NAME: _____

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It is the unqualified responsibility of the buyer that any credentials purchased be used in a lawful manner.

#670A	CUSTOM CREDENTIALS	$39.00
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Turn Your Passion Into Cash

Continued from page 9

and shoot my son, then let me know when you are sending in the images and the article." Article? "Oh listen," I said. I make a pretty good image but I am not a writer. He queried, "Can you type?" I said yes. He then said , "And do you speak English?" I responded again in the affirmative and he said, "Scooter, it is a biker magazine, you are a writer."

I then studied the last two issues of his magazine to gain direction for myself. That weekend I set out on my first assignment. I had a list of information that I thought would be required and questions for organizers of the event. I shot much more film than was required but film is cheap and I wanted to make certain that I had a few images that would appropriately highlight the event. I was very careful to get the names of anyone who appeared in a shot as well as information on the "Biker Friendly" establishment that hosted the event.

I submitted the article and a dozen images that I thought would sum up the article and waited. Within a week "my editor" called me and said they were accepting my submission. He said the images were outstanding and they would like to keep the ones they didn't use on file for future use and that, with a little editing, my article, "was not bad for a first timer." He also told me that my check would be mailed 30 days after publication. I told him that I wasn't doing this just for the money. He replied, "When you get the check you will know that you are not doing it for the money."

OK, the money wasn't much but the exposure was. I now do one to three articles every month for that same publication by attending events that I would have attended anyway.

I also do club photos and have done several weddings for the very same people that I write about. The weddings alone have generated $2250 in cash which was totally new business for me.

In addition, other organizations to which some of these people belong have hired me to shoot their events. I always return a full set of the prints from an event in a small album to the sponsoring organization. They always order enlargements and I have even had postcards made for some of them.

This whole process opened up another avenue of opportunity for me. I have begun to shoot horse shows (my wife and daughters all show horses).

It's sort of the same process based on exposure for your work. Shoot a few horse portraits for people you know to be influential in the clubs and send them a free 8 x 10. Pretty soon you will start getting calls for horse portraits.

Another way to to work horse shows is to make a deal with the smaller shows to shoot the winners for a daily rate. This is very profitable if you have samples of your work and price list handy. I can rake in $300 a day (I would be attending anyway with my family) plus additional print sales and other horse portraits. *Animal people love to spend money on their hobby!*

My photography has gotten better because I shoot with more purpose now. My writing continues to improve because I solicit input from editors and friends who actually make a living writing.

I am not quite ready to quit my day job yet as a stockbroker, but I can't even begin to tell you how much fun I am having. Not to mention that my hobby has now become a profitable business that, as I had hoped, could take me into a "ridin, writin, shootin" retirement. (Riding my bike, writing the articles and shooting the pictures).

It's a lot of fun, I invite you to try your own subject, if you have a passion for it. Ω

WHEELS

© 1998 L C. Grubb

"This is one of my most successful images. I've sold several 11 x 14 prints at $65 each to bike and poster shops. I also used it for 500 postcards which have generated $125 in sales and I still have 250 cards to sell." *Scooter Grubb*

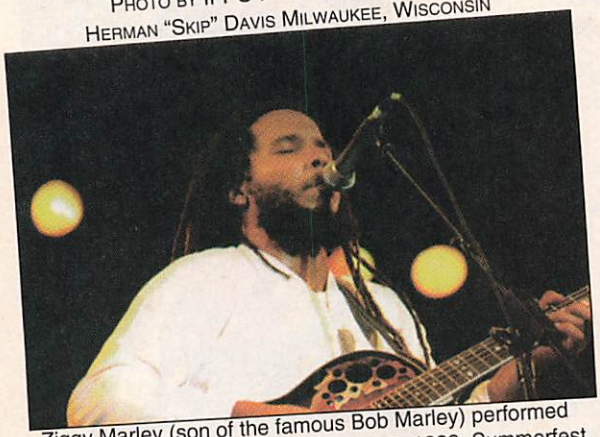
HELLS ANGELS THE STOP

© 1998 L C. Grubb

"The Stop has been published and reprinted several times attached to articles that I have written for various motorcycle magazines." *Scooter Grubb*

SUMMERFEST '99

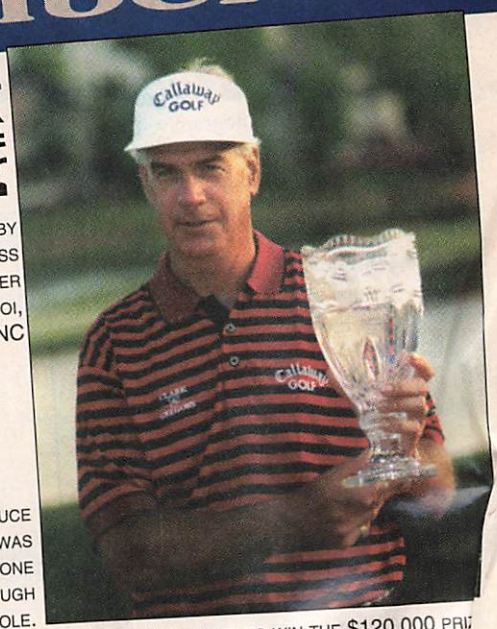
PHOTO BY IFPO PRESS PHOTOGRAPHER
HERMAN "SKIP" DAVIS MILWAUKEE, WISCONSIN



Ziggy Marley (son of the famous Bob Marley) performed at Summerfest in Milwaukee on July 4, 1999. Summerfest lasts for 11 days along Lake Michigan in Milwaukee.

Senior PGA Tour at Piper Glen

PHOTO BY IFPO PRESS PHOTOGRAPHER YOUNG CHOI, CHARLOTTE, NC

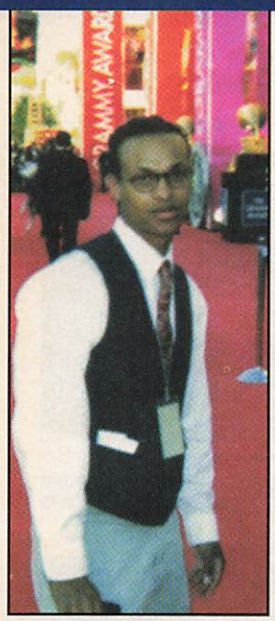


CHAMPION BRUCE FLEISHER WAS BEHIND BY ONE STROKE THROUGH THE 16TH HOLE. THEN HE BIRDIED THE LAST TWO HOLES TO WIN THE $120,000 PRI

REDSKINS VS GIANTS

Photos by J. Jefferson Gardner IFPO Press Photographer, Richmond, Virginia

REDSKINS' STEPHEN DAVIS (#48) CATCHES A PASS OUT IN THE FLAT AS COREY WIDNER PURSUES FOR THE GIANTS. THIS PLAY F A TOUCHDOWN AND WORKED WELL A COUPLE OF TIMES IN THE GAME.



The 1999 Grammy Awards

By IFPO Press Photographer
Clinton H. Wallace, Kt, IFPO
Beverly Hills, California

My career in Photojournalism was launched accidentally after I was drafted to do an emergency assignment for the school newspaper at New York University -- cover First Lady Hillary Rodham Clinton receiving an award from the NYU Law School the next day. I did well. The newspaper published the photos and others numerous times.

Ricky Martin -- Ready to Live La Vida Loca
©1999 Clinton H. Wallace, Kt

Then I found IFPO and joined the Press Program. IFPO has helped me to secure many international assignments including the Papal Ceremony in Vatican City, Christmas at the Great Cathedral in Chartres, France and the 1994 French Open in Paris. Because of IFPO I have built an incredible image bank and I am now represented by an international stock agency.

R & B and TV Star Brandy
©1999 Clinton H. Wallace, Kt

Australian Sensation Natalie Imbruglia
©1999 Clinton H. Wallace, Kt

What an privilege it was to represent American Image Press at the 1999 Grammy Awards at the Shrine Auditorium in Downtown Los Angles.

On February 24th, the day of the awards, I arrived 5 hours early, one of the first photographers on the scene. After receiving the recording academy press credentials, it was a race to secure a prime shooting location. I set up my small stepladder (which gives you an extra advantage in a crowd of photographers) and proceeded to organize my equipment. Afterward I used the additional time to network with the many photographers who were representing media from around the globe.

The frenzy of the media was apparent when the artists began to arrive about three o'clock in the afternoon. It was high adrenaline moment for me as I had some of the world's finest musicians and entertainers parading through my viewfinder.

Because of the success of my Grammy assignment and the networking contacts that I made there, I am now signed with Photo-Link, one of the worlds' leading stock photo agencies. On July 30, 1999 I covered the Mercedes Benz Cup ATP Tour at UCLA, on assignment for Photo-Link and will be covering The Emmy's for them in September. I have also been invited back to the 2000 Grammy Awards, thanks to IFPO.

Equipment: Canon Eos 620, Canon 540ez flash. Lens I: Canon Zoom lens EF 35-80mm 1:4-5.6II; Lens II: Canon Zoom 75-300mm 1:4-5.6II; AGFA 400 and Kodak Gold 400 film. Ω

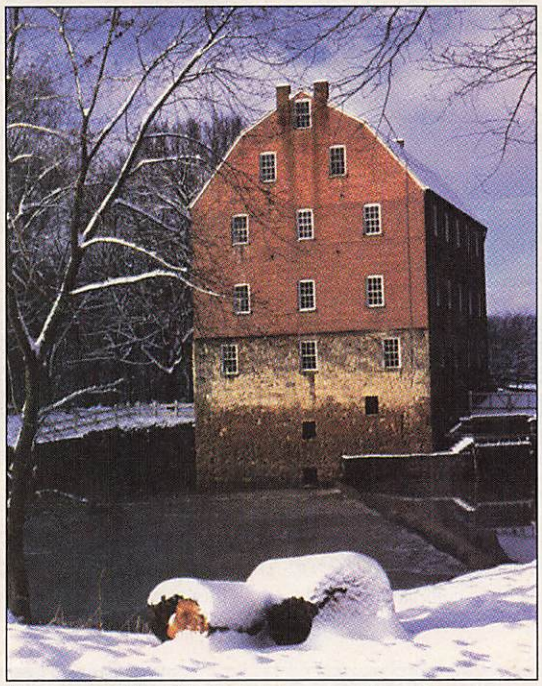
The Great Tito Puente Pays Homage To His Fans
©1999 Clinton H. Wallace, Kt

PHOTO CONTEST WINNERS

WINTER

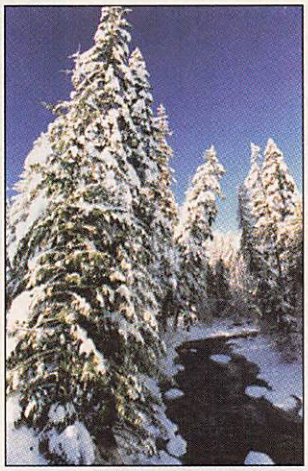
APRIL CONTEST THEME

APRIL WINNER



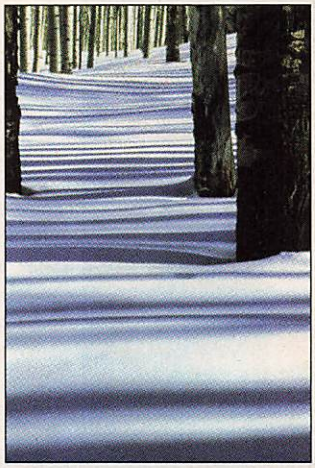
BOLLINGER MILL ©1999 JIM BEQUETTE,CAPE GIRARDEAU, MO. MINOLTA MAXXUM 800SI, MINOLTA 28-105, KODAK 100S EKTACHROME. F16, 1/125

APRIL HONORABLE MENTION



WINTER STREAM. ©1999 RON DUMAS, SALAH, WA. NIKON 6006, SIGMA 28-200, F16 1/250.

APRIL CERTIFICATE WINNER



TREES. ©1999 JAY O'BRIEN, PHILADELPHIA, PA. TECHNICAL DATA NOT AVAILABLE.

LAND AND SKY

MAY CONTEST THEME

MAY WINNER

BEDOUIN OF THE SANDS. ©1999 BRUCE KIRKBY, CALGARY, ALBERTA NIKON F801. 180MM, F/2.8 1/250.

MAY HONORABLE MENTION

RAPE TO HARVEST. ©1999 CLAUDIA MURRAY, JAMESTOWN, NC. MINOLTA, RG200.

MAY CERTIFICATE WINNER

SUNRISE STORM. ©1999 JOANNE ROUNSAVILLE, BONITA SPRINGS, FL. MINOLTA MAXXUM 5000 KODACHROME 64.

More Winners page 51

$1000 CASH PRIZES* HOW TO ENTER

Entries must be postmarked by the last day of each contest month.
Late entries will be judged in the following month.

Winners Every Month!

*The Annual Grand Prize winner will receive $400 in cash and be published in Today's Photographer magazine. Each MONTHLY WINNER will receive $50 in cash. Winners and honorable mentions will be announced. All monthly winners and honorable mentions will become eligible to compete for the Grand Prize.

CONTEST RULES:

1. **$4 ENTRY FEE** for **EACH** photo entered must be included.
2. **ENTRY FORM** (or the same information) must accompany each entry.
3. **PRINTS or SLIDES**: (color or B/W) not larger than 8.5 x 11 inches. Do not submit original negatives Please title, caption and give technical data if possible.
4. **INCLUDE RETURN** photo mailer with correct postage if you want your entries returned.

MONTHLY WINNERS
will be judged for content and quality by a panel of Today's Photographer editors and art directors. All decisions will be final. Monthly winners are eligible for the Grand Prize.

GRAND PRIZE WINNERS
for the 1999 Contest will be announced on March 15, 2000 and will be published in Today's Photographer. The 2000 Contest winners will be announced March 15, 2001. Monthly winners will be announced in each issue of Today's Photographer during the year.

ENTRIES FOR the 1999 Contest must be postmarked no later than 12/31/99. Entries for the 2000 contest must be postmarked by 12/31/2000.

Returns: Pictures should be accompanied by a stamped and addressed return mailer. OR a $5 return shipping/handling fee. Because we know your photos are important to you, every effort within reason will be made to return the photographs. However, Today's Photographer will not be responsible for any damaged or lost submissions. Entries received without a return mailer plus adequate postage OR a $5 return handling fee WILL NOT be returned.

Model releases must be included and signed if applicable.

All entries are eligible for publication in Today's Photographer

Entry Fees are non-refundable.

Photos without entry fees or return postage and packaging become will not be returned.

MONTH	CONTEST THEME
Jul. 1999	**PEOPLE-FAMILY-FRIENDS-CHILDREN AT PLAY**
Aug. 1999	**FAST THINGS-ON WATER, LAND OR SKY**
Sep. 1999	**HOLIDAYS-VACATIONS-WEEKENDS-FUNTIME**
Oct. 1999	**EMPTY & FULL, WHOLE & PART, ONE & ALL**
Nov. 1999	**BACKYARDS-PLAYGROUNDS-PARKS**
Dec. 1999	**MILLENNIUM (YOUR BEST PICTURE EVER)**
Jan. 2000	**BARNS-BUILDINGS-FENCES**
Feb. 2000	**MILLS-BRIDGES-STREAMS**
Mar. 2000	**RIVERS-LAKES-OCEANS-SHORELINES**
Apr. 2000	**THINGS WITH WHEELS, WINGS, SAILS**
May 2000	**THINGS THAT BLOOM TREES-FLOWERS-MEADOWS**
Jun. 2000	**SUNSETS-CLOUDS-SKY**
Jul. 2000	**SEASONS: SPRING-WINTER-SUMMER-FALL**
Aug. 2000	**MOUNTAINS-VALLEYS-ROADS-FIELDS**
Sep. 2000	**PICNICS-PARTIES-PEOPLE**
Oct. 2000	**TRAVEL-SCENIC-HIGHWAYS**
Nov. 2000	**NATURE-WILDLIFE**
Dec. 2000	**BUTTERFLIES-BEES-BUGS-BIRDS**
Jan. 2001	**FLOWERS UP CLOSE**
Feb. 2001	**ANYTHING GOES (ALL SUBJECTS)**

CONTEST ENTRY FORM

Name, member# _____
Address _____
City/State/Zip _____
Phone or fax _____
ENTRY MONTH: _____ **ENTRY THEME** _____
Title (opt): _____
Technical info (opt): _____

The photographs submitted are my own, and I hereby give permission to Today's Photographer to reproduce them. I agree that Today's Photographer bears no responsibility for entries without the service fee or return mailer with postage. Model releases must be included where applicable.

❑ **$4 ENTRY FEE** ENCLOSED for EACH PHOTO! Please enter them in the regular MONTHLY CONTEST AWARDS ONLY!

❑ **Also consider this photo for the Picture Award Program**
I ENCLOSE an additional $10 for EACH PHOTO.

❑ Check/M.O./Cash, ❑ Card# _____ exp date _____

signature _____

MAIL PHOTOS TO: PHOTO CONTEST
PO Box 777
Lewisville NC 27023-0777

please copy as many of these forms as you need

CONTEST ENTRY FORM

Name, member# _____
Address _____
City/State/Zip _____
Phone or fax _____
ENTRY MONTH: _____ **ENTRY THEME** _____
Title (opt): _____
Technical info (opt): _____

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❑ Check/M.O./Cash, ❑ Card# _____ exp date _____

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Model Portfolios Pay Big Bucks

As an authorized IFPO New Discoveries Model Consultant, you are in a perfect situation to capture and build on this business opportunity. A Consultant can easily gain confidence of the model with the official credentials to guide and direct the development of the model's portfolio. ...developed "packages" that have sold for ...model. Consul... high as $427

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- Make Money and Have Fun

WHAT IS MODEL CONSULTING

Model Consulting is a business opportunity sponsored by the International Freelance Photographers Organization (IFPO). The program gives photographers three effective ways to make money immediately and get immediate exposure for their newly discovered models:

1. Offers opportunity to start or expand a model portfolio business (photo or
2. photographers with an easy models for their other
terests and assign-

even starting a modeling agency. IFPO supplies you with complete, step-by-step instructions to get started making money with or without a studio.

Hundreds of models have been recruited over the years by IFPO member photographers. Consultants may experience dramatic increases in their incomes as a result of the IFPO New Discoveries program; first, by photographing aspiring new models' portfolios, then by providing access to the IFPO New Discoveries internet site. Consultants who do not recruit models for IFPO are able to attract all the models they need for their other photography interests!

AMATEUR MODELS

New "amateur" models discovered by consultants have starred in major video productions, auditioned for prime time TV shows, and participated in fashion, photography, and promotional assignments too numerous to name.

Many photographers have used Model Consulting as a springboard to launch successful careers in model portfolio and video production businesses. Many consultants use the program to make it easy to attract models for use in their other photographic interests and never list their models. IFPO New Discoveries internet can use the program to further ness or hobby interests.

additional fees which cover the cost of scanning and set up. Detailed information is in the Consultant's New Discoveries Manual. Models may also be randomly selecte as an Official New Discoveries Model.

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WHY CONSULTING?

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- Work at Your Own Pace
- Make Money and Have Fun

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1. Offers opportunity to start or expand a model portfolio business (photo or video).
2. Provides photographers with an easy way to attract models for their other photography interests and assignments.
3. Provides models immediate exposure on the IFPO New Discoveries Internet Site.

Photographers often need models in their regular work, and models always need photographers to produce their portfolios in order that they may promote themselves and pursue a career development program. IFPO serves more than 100,000 photographers and models in 131 countries around the world.

ALL THE MODELS YOU NEED

Hundreds of Consultants since 1984 have proven and refined the program. It works. Freelance photographers are natural "body hunters" in search of new images.

Through Model Consulting, photographers can earn money while starting or developing their business in model portfolios or even starting a modeling agency. IFPO supplies you with complete, step-by-step instructions to get started making money with or without a studio.

Hundreds of models have been recruited over the years by IFPO member photographers. Consultants may experience dramatic increases in their incomes as a result of the IFPO New Discoveries program; first, by photographing aspiring new models' portfolios, then by providing access to the IFPO New Discoveries internet site. Consultants who do not recruit models for IFPO are able to attract all the models they need for their other photography interests!

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BENEFITS TO MODELS

The benefits afforded models through the IFPO New Discoveries Program are unique. The dues are only $40 for the first year and $30 for each year thereafter. For that the model receives a complete New Discoveries Kit with an Identification Card and Parchment Certificate. The model also receives a current issue of *How to Become a Successful Model.*

Each model gets a free listing on the IFPO New Discoveries Internet site for freelance models:

http://www.ifpo.net/discoveries

Models who wish to have their photos published on the internet site may do so for additional fees which cover the cost of scanning and set up. Detailed information is in the Consultant's New Discoveries Manual. Models may also be randomly selected as an Official New Discoveries Model.

HOW TO MAKE MONEY

IFPO New Discoveries models annual dues are only $40.

IFPO Pays Directly To You:

$20.00 for each New Discoveries model recruited! Payment is instant. You collect the $40 dues for the first year and send only $20 on to IFPO with the internet listing form.

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$$$$$ PLUS! You make even more money when your "discovered" models want their photo published on the New Discoveries internet site. You collect the money ($20 for one photo; $50 for three) and KEEP 50% for yourself! (See the Operating Manual.)

New Discoveries Models Pay You Directly:

IFPO suggests that each new model provide 1-3 photographs for publication on the internet. Those photos should depict the model in the broadest possible range of poses and settings...portraits to full shots... location to studio...furs to figure. Remember New Discoveries are eager to have these photos taken and published!

Model Portfolios Pay Big Bucks

As an authorized IFPO New Discoveries Model Consultant, you are in a perfect situation to capture and build on this business opportunity. A Consultant can easily gain the confidence of the model with the official credentials to guide and direct the development of the model's portfolio.

Consultants have developed "packages" for new discoveries that have sold for between $75 and $400 per model. Consultants have reported income as high as $427 the first week.

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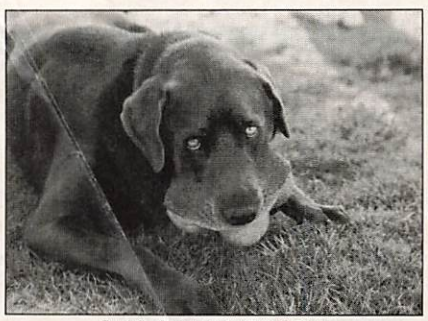
Semi-finalist winner by Larry Weatherman

Owings Mills, Maryland — The International Library of Photography is now accepting entries for its annual winter amateur photography competition. The contest is open to everyone and entry is free.

"Everyone has at least one memorable photo that captures a special moment in time," stated Jeffrey Bryan of The International Library of Photography, an organization dedicated to bringing the work of amateur photographers to the public's attention.



Semi-finalist winner by Kristen Shaw

"When people learn about our free photography contest, they suddenly realize that their own favorite photos can win cash prizes, as well as gain national exposure," continued Bryan.

Semi-finalist winner by Jenny Ha Bich Luong

Gain National Exposure!

Many of the photos received in the contest will also be considered for publication by The International Library of Photography. "People enjoy these anthologies because the photos reflect real life experiences everyone can relate to. That's why they always sell out so quickly," Bryan added.

How To Enter This Free Contest

Anyone may enter this free competition simply by sending ONLY ONE photograph in ONE of the following categories: People, Travel, Animals/Pets, Children, Sports, Nature, Action, Humor, Portraiture, or Other.

Your photo must be a color or black-and-white print (unmounted). The official contest entry form below must be filled out and taped to the back of your photo.

Official Contest Entry Form

Name _____
Address _____
City _____ State _____ Zip _____
Title of Photo _____
Category: ☐ People ☐ Travel ☐ Animals/Pets ☐ Children ☐ Sports ☐ Nature ☐ Action ☐ Humor ☐ Portraiture ☐ Other
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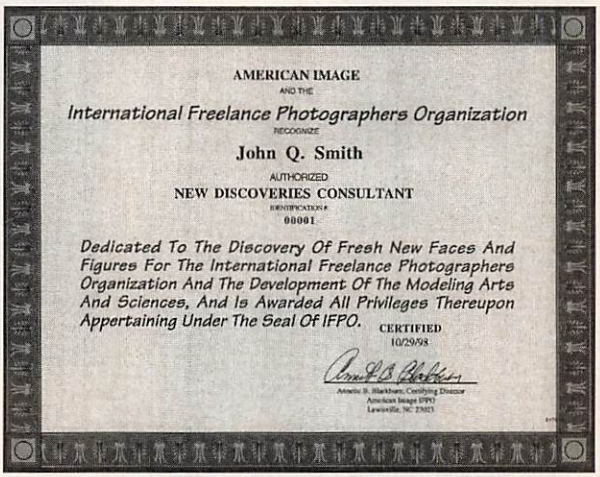
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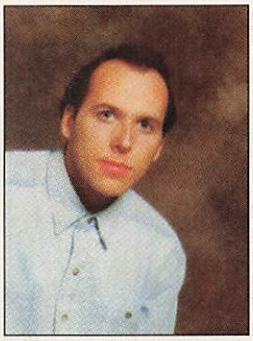
3 IFPO Members Awarded Certification

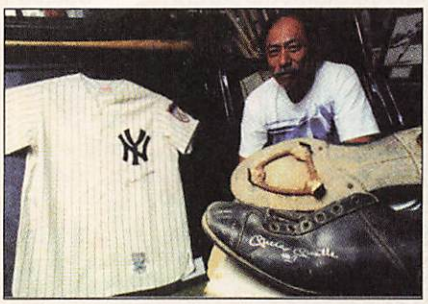
Lewiston, Maine. The Certification Board of Regents of IFPO/CPACM met in March 1999 to consider certification for IFPO members.

The Board of Regents announced that three IFPO members have satisfied all merit requirements for Certification.



Eric Grzenia, IFPO member 65225, was Certified as a Professional Craftsman Photographer (CPCP) and may add the *IFPO CPACM CPCP* designation after his name.

John Mezynski, IFPO member 61357, was affirmed as a Professional Certified Photographer (PCP) and may now display the *IFPO/CPACM PCP* designation after his name.



J. Garrett Chan, *IFPO/CPACM CPCP* member 60520, was awarded the Certified Professional Master Photographer (CPMP) status and may now use the *IFPO/CPACM CPMP* designation after his name.

Congratulations to all who applied or received certification.

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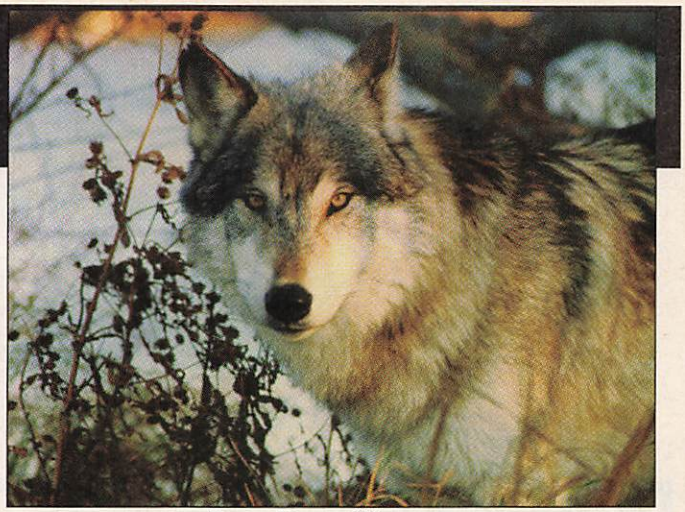

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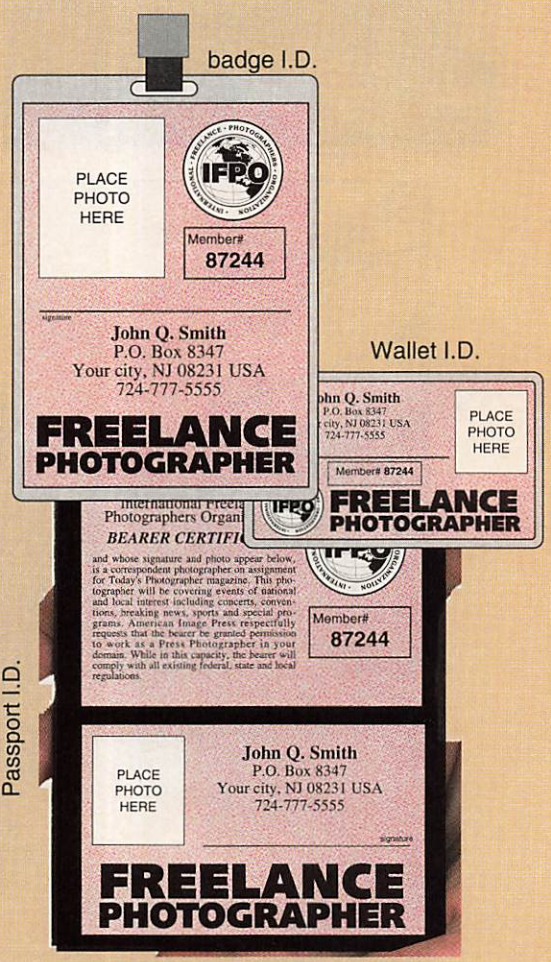

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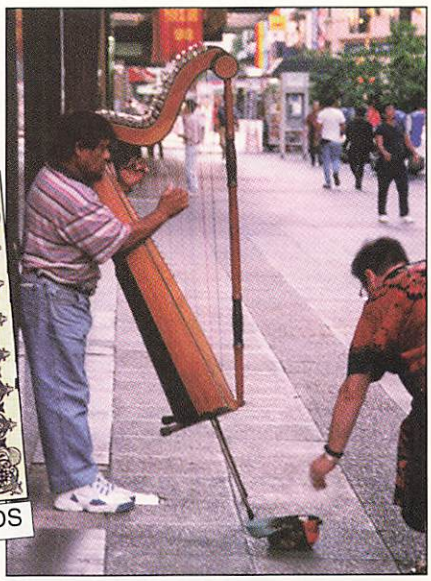
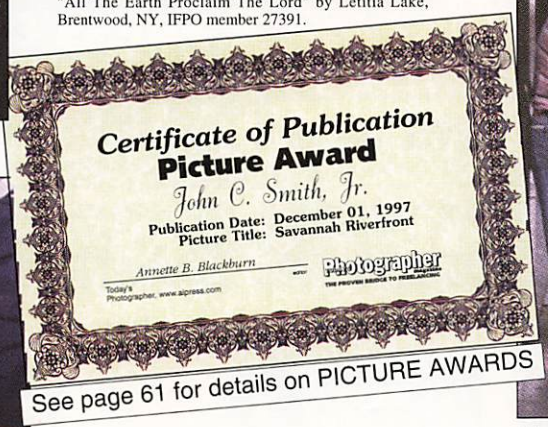
"George Blackburn, King of Sea World" by Annette Blackburn, Clemmons, NC. IFPO member 09771

"Beautiful Boston Day" by Charles John Allen, Belmont, MA, IFPO member 48412.



"A Coin For A Masterpiece" by Leonardo Gabriel Osorio, Buenos Aires, Argentina, IFPO member 63209.

"King of the Hounds" by Dani Clark, Troy, MI, IFPO member 61398.



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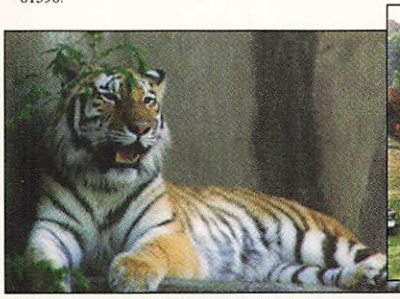

"Take 5!" by Amie Richards, Hobart, IN, IFPO member 65786.

"Old Home Place" by Jim Cristea, Bluefield, WV, IFPO member 54139.

"The Happy Face" by Nestor A. Hurtado, Brooklyn, NY, IFPO member 52709.

"Ricky Martin" by Clinton H. Wallace, Beverly Hills, CA, IFPO member 48243.

"Vietnam Memorial" by Richard Jackson, Boston, MA, IFPO member 57414.

"In The Woods" by Michelle S. Prevett, Grand Blanc, MI, IFPO member 64945.

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